COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR MARCH 1979

	EVENING 7:00–11:00 PM										All 7:00–11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25–30 Min.	All 55–60 Min.	7:00–9:00 PM	9:00–11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	16.8	19.1	22.5	16.9		18.4	22.1	18.2	19.8	18.3	18.8	16.3	18.6
NO. OF PROGRAMS‡	13	9	27	4	IFR	5	25	34	29	39	68	10	78

	EVENING 6:00–7:00PM Informational(1)		MONDAY–FRIDAY 11:30–1:00AM	WEEKDAY DAYTIME 10:00AM–4:30PM						WEEKEND DAYTIME	Sports		
	Once-a-Week	Multi-weekly	11:30PM–1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM–1:00PM	1:00–4:30PM	10:00AM–4:30PM	Children's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	9.3	13.3	6.3	7.9	5.6	6.2	6.1	7.8	7.0	5.9	7.6	7.4	7.5
NO. OF PROGRAMS‡	5	3	11	16	14	3	19	15	34	35	15	8	23

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.
(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.
IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.
‡ PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 11, 1979

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	LAVERNE AND SHIRLEY	32.9	24,510
2	HAPPY DAYS	32.0	23,840
3	THREE'S COMPANY	31.8	23,690
4	MORK & MINDY	30.5	22,720
5	ALICE#	30.1	22,420
6	60 MINUTES	28.3	21,080
7	EIGHT IS ENOUGH	27.9	20,790
8	ALL IN THE FAMILY	27.6	20,560
9	ANGIE#	27.1	20,190
10	TAXI	26.6	19,820
11	M*A*S*H	26.5	19,740
12	JOHN DENVER AND-LADIES(S)	26.4	19,670
13	LITTLE HOUSE-PRAIRIE	25.9	19,300
14	CHARLIE'S ANGELS	24.9	18,550
15	STOCKARD CHANNING-FRIENDS	24.4	18,180
16	BARNEY MILLER#	24.2	18,030

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•EVENING									
ABC FRIDAY NIGHT MOVIE	17	188	194	98	99	A	16.1	28	1199
1 FRI. 9.00P 109 ABC FF						B	19.1	33	1423
2 FRI. 9.00P 120									
ABC NEWSBRIEF-M-F	123	181	180	95	94	A	18.0	28	1341
1 MON. 8.58P 1 ABC N						B	19.5	30	1453
TU-TH 9.58P 1									
1 FRI. 8.57P 2									
2 M & F 8.58P 1									
ABC NEWSBRIEF-SAT.	25	178	188	95	96	A	19.5	33	1453
SAT. 9.58P 1 ABC N						B	20.9	36	1557
ABC NEWSBRIEF-SUN.	25	186	191	96	96	A	14.8	22	1103
1 SUN. 7.58P 1 ABC N						B	18.3	27	1363
2 SUN. 8.58P 1									
ABC SUNDAY NIGHT MOVIE	20	195	196	98	99	A	21.5	33	1602
1 SUN. 8.00P 180 ABC FF						B	22.5	35	1676
2 SUN. 9.00P 120									
ABC WORLD NEWS TONIGHT	110	199	199	99	99	A	11.4	21	849
M-F 6.30P 30 ABC N						B	11.1	20	827
ABC WRLD NEWS TONIGHT-SUN	7	140	138	77	78	A	8.4	17	626
SUN. 6.30P 30 ABC N						B	8.8	17	656
ALICE	13		198		99	A	30.1	44	2242
BROTHERS AND SISTERS	3		173		96	A	11.7	19	872
2 FRI. 9.00P 30 NBC CS						B	11.3	18	842
CBS EVENING NEWS-CRONKITE	109	197	196	99	99	A	15.6	29	1162
M-F 6.30P 30 CBS N						B	15.1	28	1125
CBS EVENING NEWS	11	160	159	84	85	A	10.5	20	782
SUN. 6.30P 30 CBS N						B	9.3	17	693
CBS REPORTS(S)			179		98	A	8.3	13	618
2 TUE. 8.00P 60 CBS DN									
CBS SAT. NEWS-SCHIEFFER	21	146	149	89	89	A	11.3	23	842
SAT. 6.30P 30 CBS N						B	10.9	21	812
CBS SATURDAY NIGHT MOVIE	13	169	183	96	94	A	17.0	29	1267
1 SAT. 8.00P 120 CBS FF						B	16.9	29	1259
2 SAT. 9.00P 114									
CBS TUESDAY NIGHT MOVIES	18	180	185	98	98	A	14.6	23	1088
1 TUE. 8.00P 120 CBS FF						B	17.6	27	1311
2 TUE. 9.00P 112									
CHARLIE'S ANGELS	20	203	193	99	97	A	24.9	38	1855
WED. 9.00P 60 ABC PD						B	25.3	39	1885
CHER-AND OTHER FANTASIES(S)			196		96	A	16.5	25	1229
2 WED. 8.00P 60 NBC GV									
2 SUN. 8.30P 60 CBS CS						B	24.9	37	1855
ALL IN THE FAMILY	15	195	195	99	99	A	27.6	41	2056
1 SUN. 8.00P 90 CBS CS						B	26.4	39	1967
2 SUN. 8.00P 30									
ANGIE	4	191		99		A	27.1	41	2019
1 THU. 8.30P 30 ABC CS						B	29.0	43	2161
B.J. AND THE BEAR	4		187		96	A	14.3	24	1065
2 SAT. 9.00P 60 NBC A						B	17.9	30	1334
BARNABY JONES	19	191		99		A	18.0	31	1341
1 THU. 10.00P 60 CBS PD						B	20.8	36	1550
BARNEY MILLER	21	184		98		A	24.2	36	1803
1 THU. 9.00P 30 ABC CS						B	23.2	36	1728
BATTLESTAR: GALACTICA	18		201		99	A	17.2	26	1281
2 SUN. 8.00P 60 ABC SF						B	20.3	31	1512
BIG EVENT-TUE.	20	204	199	98	98	A	16.1	26	1199
TUE. 9.00P 120 NBC FV						B	17.3	27	1289
BIG EVENT	14	206	203	99	99	A	17.4	27	1296
1 SUN. 9.00P 120 NBC FV						B	19.6	30	1460
2 SUN. 7.00P 180									
BILLY	2	180	175	97	95	A	15.5	24	1155
MON. 8.00P 30 CBS CS						B	15.5	24	1155
BOB HOPE-YOUTH AWARDS(S)		195		97		A	18.1	30	1348
1 FRI. 8.30P 60 NBC AC									
BOSTON AND KILBRIDE(S)		160		94		A	9.0	16	671
1 SAT. 10.00P 60 CBS GD									
CHIPS	22	201	197	97	95	A	20.7	36	1542
SAT. 8.00P 60 NBC OP						B	20.2	35	1505
CLIFFHANGERS	2	195	201	97	99	A	14.4	22	1073
TUE. 8.00P 60 NBC A						B	14.4	22	1073
DALLAS	6		179		97	A	21.2	37	1579
2 FRI. 10.00P 60 CBS GD						B	19.9	34	1483
DAY OF THE ANIMALS(S)		168		95		A	17.5	31	1304
1 FRI. 9.00P 120 CBS FF									
DELTA HOUSE	6	191	193	97	98	A	14.3	25	1065
SAT. 8.00P 30 ABC CS						B	15.4	27	1147
DIFF'RENT STROKES	17	197	189	97	98	A	21.2	36	1579
FRI. 8.00P 30 NBC CS						B	19.7	33	1468
DUKES OF HAZZARD	6		176		95	A	22.3	37	1661
2 FRI. 9.00P 60 CBS GD						B	20.5	34	1527
EIGHT IS ENOUGH	23	200	194	99	98	A	27.9	43	2079
WED. 8.00P 60 ABC CS						B	24.6	38	1833
FAMILY	17	189	186	97	98	A	16.6	28	1237
THU. 10.00P 60 ABC GD						B	18.3	32	1363
FANTASY ISLAND	22	187	200	97	99	A	20.0	36	1490
SAT. 10.00P 60 ABC A						B	21.3	38	1587
FLATBUSH	2	180	175	96	96	A	15.3	23	1140
MON. 8.30P 30 CBS CS						B	15.3	23	1140
HAPPY DAYS	23	211	207	99	99	A	32.0	49	2384
TUE. 8.00P 30 ABC CS						B	29.3	46	2183

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
HAWAII FIVE-O	17	180		96		A	17.6	26	1311
1 THU. 9.00P 60 CBS OP						B	17.8	28	1326
HELLO, LARRY	4	174	181	92	96	A	15.8	27	1177
1 FRI. 9.30P 30 NBC CS						B	16.0	27	1192
2 FRI. 8.30P 30									
HOW THE WEST WAS WON	6	194	193	99	99	A	17.0	26	1267
MON. 9.00P 120 ABC EW						B	18.1	27	1348
INCREDIBLE HULK	3	179	188	96	97	A	19.0	32	1416
FRI. 8.00P 60 CBS SF						B	18.7	32	1393
JEFFERSONS	6	187	185	98	97	A	18.2	27	1356
WED. 9.30P 30 CBS CS						B	18.1	27	1348
JOHN DENVER AND-LADIES(S)			193		99	A	26.4	40	1967
2 THU. 8.30P 60 ABC GV									
KAZ	7	185	183	98	97	A	12.7	22	946
WED. 10.00P 60 CBS GD						B	14.2	24	1058
LAVERNE AND SHIRLEY	23	210	206	99	99	A	32.9	49	2451
TUE. 8.30P 30 ABC CS						B	29.8	46	2220
LEOPARD OF THE WILD(S)		192		95		A	10.8	17	805
1 THU. 8.00P 60 NBC DO									
NBC NEWS UPDATE-M-F	107	185	180	93	92	A	15.2	23	1132
1 M-TH 8.58P 1 NBC N						B	15.7	24	1170
1 FRI. 9.28P 1									
2 M-F 8.58P 1									
NBC NEWS UPDATE-SAT.	22	183	179	91	91	A	16.9	29	1259
SAT. 8.58P 1 NBC N						B	16.9	29	1259
NBC NEWS UPDATE-SUN.	20	195	193	94	94	A	16.4	24	1222
SUN. 8.58P 1 NBC N						B	18.4	27	1371
NBC NIGHTLY NEWS-SAT.	20	151	148	81	81	A	7.3	15	544
SAT. 6.30P 30 NBC N						B	8.2	16	611
NBC NIGHTLY NEWS-SUN.	13	150	145	81	76	A	8.8	17	656
SUN. 6.30P 30 NBC N						B	8.8	16	656
NBC NIGHTLY NEWS	109	208	207	99	99	A	12.8	23	954
M-F 6.30P 30 NBC N						B	13.3	24	991
NBC NOVELS FOR TELEVISION	4	206	205	99	99	A	17.7	29	1319
WED. 9.00P 120 NBC GD						B	17.9	28	1334
NEWSBREAK-M-F	119	160	162	88	88	A	15.3	23	1140
1 MWTHF 8.58P 1 CBS N						B	15.8	24	1177
1 TUE. 8.50P 1									
2 M-F 8.58P 1									
NEWSBREAK-SAT.	24	161	167	94	94	A	15.1	26	1125
1 SAT. 8.56P 1 CBS N						B	13.1	22	976
2 SAT. 8.58P 1									
LITTLE HOUSE-PRAIRIE	22	215	218	99	99	A	25.9	39	1930
MON. 8.00P 60 NBC GD						B	24.3	36	1810
LITTLE WOMEN	4		182		94	A	6.6	10	492
2 THU. 8.00P 60 NBC GD						B	8.9	13	663
LOU GRANT	20	196	189	99	98	A	19.0	31	1416
MON. 10.00P 60 CBS GD						B	20.0	32	1490
LOVE BOAT	23	184	200	97	99	A	20.8	35	1550
SAT. 9.00P 60 ABC CS						B	22.4	38	1669
MAKIN' IT	6	191	185	99	96	A	10.7	18	797
FRI. 8.00P 30 ABC CS						B	12.2	21	909
MARRIED:THE FIRST YEAR	2	157	168	88	90	A	12.3	19	916
WED. 8.00P 60 CBS GD						B	12.3	19	916
MARY TYLER MOORE HOUR	2	184	194	98	99	A	18.4	30	1371
SUN. 10.00P 60 CBS CV						B	18.4	30	1371
M*A*S*H	23	199	194	99	98	A	26.5	38	1974
MON. 9.00P 30 CBS CS						B	25.6	37	1907
MIDEAST:CARTER GAMBLE(S)			191		98	A	8.5	14	633
2 SAT. 8.30P 30 ABC N									
MORK & MINDY	23	196	199	99	99	A	30.5	48	2272
THU. 8.00P 30 ABC CS						B	28.5	46	2123
MRS. COLUMBO	1	193		98		A	15.7	27	1170
1 THU. 10.00P 60 NBC SM						B	15.7	27	1170
NBC MONDAY NIGHT MOVIES	23	203	203	98	98	A	21.6	33	1609
1 MON. 9.00P 115 NBC FF						B	21.7	33	1617
2 MON. 9.00P 120									
NEWSBREAK-SUN.	23	170	171	95	95	A	25.3	37	1885
SUN. 9.28P 1 CBS N						B	22.0	32	1639
ONE DAY AT A TIME	8	188	185	98	97	A	17.5	27	1304
WED. 9.00P 30 CBS CS						B	17.3	26	1289
OSMOND FAMILY SHOW	5	186	188	98	99	A	13.9	22	1036
SUN. 7.00P 60 ABC GV						B	14.9	24	1110
PAPER CHASE	16	179		96		A	15.6	27	1162
1 TUE. 10.00P 60 CBS GD						B	12.4	20	924
PEOPLE'S CHOICE AWARDS(S)			185		98	A	19.3	31	1438
2 THU. 9.00P 126 CBS AC									
QUINCY, M.E.	20	205	189	99	96	A	18.4	29	1371
1 THU. 9.00P 60 NBC OP						B	18.5	29	1378
2 THU. 9.00P 115									
ROCKFORD FILES	5	184	188	91	96	A	14.6	25	1088
1 SAT. 9.00P 120 NBC PD						B	15.1	27	1125
2 SAT. 10.00P 60									
SALVAGE 1	5	193	192	99	99	A	17.7	26	1319
MON. 8.00P 60 ABC A						B	18.0	27	1341
60 MINUTES	25	202	202	99	99	A	28.3	46	2108
SUN. 7.00P 60 CBS DN						B	25.0	40	1863
SOAP	21	184	191	98	99	A	21.4	33	1594
THU. 9.30P 30 ABC CS						B	21.4	34	1594
STARSKY AND HUTCH	20		197		99	A	19.8	34	1475
2 TUE. 10.00P 60 ABC OP						B	19.1	32	1423

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
STOCKARD CHANNING-FRIENDS	2	185	187	99	99	A	24.4	36	1818
SUN. 9.30P 30 CBS CS						B	24.4	36	1818
SUPERTRAIN	4	206		96		A	12.4	19	924
1 WED. 8.00P 60 NBC GD						B	17.2	26	1281
SWEEPSTAKES	7	192	179	94	96	A	12.1	22	901
FRI. 10.00P 60 NBC GD						B	11.1	19	827
TAXI	20	202	196	99	98	A	26.6	41	1982
TUE. 9.30P 30 ABC CS						B	25.2	38	1877
THREE'S COMPANY	21	206	198	99	98	A	31.8	48	2369
TUE. 9.00P 30 ABC CS						B	30.1	45	2242
TURNABOUT	2		165		94	A	11.0	18	820
2 FRI. 9.30P 30 NBC CS						B	10.6	17	790
20/20(S)		198		99		A	19.8	34	1475
1 TUE. 10.00P 60 ABC DN									
VEGA$	20	197	189	99	97	A	21.8	38	1624
WED. 10.00P 60 ABC PD						B	20.4	34	1520
WALTONS	21	186	193	97	97	A	20.2	31	1505
THU. 8.00P 60 CBS GD						B	19.4	30	1445
WEEKEND	7		197		97	A	9.7	17	723
2 SUN. 10.00P 60 NBC DN						B	10.6	17	790
WELCOME BACK, KOTTER	4	188		97		A	13.2	23	983
1 SAT. 8.30P 30 ABC CS						B	14.0	24	1043
WHAT'S HAPPENING	5	195	189	99	97	A	13.5	22	1006
FRI. 8.30P 30 ABC CS						B	15.7	26	1170
WKRP IN CINCINNATI	7	201	194	99	98	A	23.0	34	1714
MON. 9.30P 30 CBS CS						B	21.7	31	1617
WONDER WOMAN(B)			182		98	A	14.1	24	1050
2 SAT. 8.00P 60 CBS SF									
WONDERFUL WORLD OF DISNEY	19	214		99		A	16.2	25	1207
1 SUN. 7.00P 120 NBC FV						B	17.9	28	1334
•LATE FRINGE									
ABC WEEKEND REPORT-SAT.	22	152	152	88	87	A	7.7	15	574
SAT. 11.00P 15 ABC N						B	8.0	16	596
ABC WEEKEND REPORT-SUN.	22	152	153	92	92	A	7.7	17	574
SUN. 11.00P 15 ABC N						B	6.9	16	514
BARETTA-11:30PM	22	147	148	89	90	A	6.1	19	454
FRI. 11.30P 65 ABC OP						B	5.7	18	425
CBS SUNDAY NEWS-BRADLEY	21	132	133	76	77	A	7.0	15	522
SUN. 11.00P 15 CBS N						B	7.9	17	589
LATE MOVIE I	108	164	166	92	92	A	7.7	28	574
1 M & TH 11.30P 69 CBS FF						B	7.4	26	551
1 TU & W 11.30P 70									
FRI. 11.30P 72									
2 M & W 11.30P 69									
2 TUE. 11.30P 70									
2 THU. 11.37P 29									
LATE MOVIE II	107	164	165	92	93	A	4.8	29	358
MON. 12.42A 44 CBS FF						B	4.9	28	365
TUE. 12.43A 44									
1 WED. 12.40A 44									
1 THU. 12.39A 26									
1 FRI. 12.45A 44									
2 WED. 12.42A 43									
2 THU. 12.13A 53									
2 FRI. 12.45A 45									
MANNIX-WED.	8	165	165	93	95	A	4.5	28	335
1 WED. 12.38A 41 ABC OP						B	4.3	27	320
2 WED. 12.37A 37									
MANNIX-THURS.	9	164	166	93	95	A	3.4	24	253
1 THU. 12.38A 64 ABC OP						B	4.0	25	298
2 THU. 1.07A 45									
MIDEAST:CARTER GAMBLE-THU(S)			181		96	A	5.5	18	410
2 THU. 11.30P 30 ABC N									
MIDNIGHT SPECIAL	22	198	196	98	97	A	3.5	23	261
FRI. 1.00A 90 NBC PC						B	3.6	23	268
NBC LATE NIGHT MOVIE	21	112	111	63	64	A	3.5	17	261
1 SUN. 11.30P 124 NBC FF						B	2.8	14	209
2 SUN. 11.30P 126									
POLICE STORY-MON.	9	176	176	95	96	A	6.2	24	462
1 MON. 11.30P 66 ABC OP						B	6.6	24	492
2 MON. 11.30P 65									
POLICE WOMAN	22	176	175	95	96	A	7.0	27	522
1 WED. 11.30P 68 ABC OP						B	6.9	26	514
2 WED. 11.30P 67									
SATURDAY NIGHT	19	209	213	97	99	A	14.3	41	1065
1 SAT. 11.30P 77 NBC GV						B	13.0	38	969
2 SAT. 11.30P 81									
STARSKY AND HUTCH-11:30	22	173	174	94	96	A	5.0	22	373
1 THU. 11.30P 68 ABC OP						B	6.7	25	499
2 THU. 12.00M 67									
TOMORROW SHOW	87	173	173	97	97	A	2.7	21	201
M-TH 1.00A 45 NBC CC						B	2.5	19	186
TONIGHT SHOW	109	213	211	99	99	A	7.2	27	536
1 M-TH 11.30P 75 NBC GV						B	7.5	27	559
1 FRI. 11.30P 79									
2 MTUF 11.30P 75									
2 WED. 11.30P 76									
2 THU. 11.30P 81									
TUESDAY MOVIE OF THE WEEK	19	171	172	95	96	A	5.5	21	410
TUE. 11.30P 71 ABC FF						B	6.5	25	484

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D									
TUESDAY MOVIE-WEEK PART 2	16	171	172	95	96	A	3.7	24	276
TUE. 12.41A 44 ABC FF						B	5.2	31	387
•WEEKDAY DAYTIME									
ABC AFTERSCHOOL SPECIAL(S)			188		97	A	7.8	21	581
2 WED. 4.30P 60 ABC FV									
ALL IN THE FAMILY M-F	107	173	175	95	96	A	5.2	25	387
M-F 10.00A 30 CBS CS						B	5.3	27	395
ALL MY CHILDREN	109	188	189	98	98	A	9.0	33	671
M-F 1.00P 60 ABC DD						B	9.1	33	678
ALL STAR SECRETS	45	165	167	84	88	A	4.8	23	358
M-F 10.30A 30 NBC QG						B	5.0	22	373
ANOTHER WORLD	104	205		99		A	7.4	24	551
1 M-F 3.00P 60 NBC DD						B	7.7	25	574
ANOTHER WORLD	5		204		99	A	7.4	24	551
2 M-F 2.30P 90 NBC DD						B	7.4	24	551
AS THE WORLD TURNS	108	195	192	99	99	A	8.4	30	626
M-F 1.30P 60 CBS DD						B	8.1	29	603
CAPTAIN KANGAROO	109	186	186	99	99	A	3.3	18	246
1 M-F 8.00A 60 CBS C						B	3.3	18	246
GUIDING LIGHT	108	187	187	98	99	A	8.4	28	626
M-F 2.30P 60 CBS DD						B	8.1	28	603
HAPPY DAYS M-F	107	175	175	97	97	A	5.1	24	380
1 TU-F 11.00A 30 ABC CS						B	5.6	26	417
2 M-F 11.00A 30									
HIGH ROLLERS	107	190	190	96	94	A	5.6	26	417
1 MON. 11.00A 8 NBC QG						B	5.5	25	410
& 11.18A 12									
1 TU-F 11.00A 30									
2 M-F 11.00A 30									
HOLLYWOOD SQUARES(B)		82		56		A	3.2	12	238
1 TUE. 1.00P 30 NBC QP									
HOLLYWOOD SQUARES	95	161		85		A	4.8	18	358
1 MWTHF 1.00P 30 NBC QP						B	4.3	16	320
HOLLYWOOD SQUARES	5		163		84	A	4.6	17	343
2 M-F 12.30P 30 NBC QP						B	4.6	17	343
JEOPARDY	40	172		87		A	4.4	17	328
1 M-F 12.00N 30 NBC QG						B	4.5	16	335
LOVE OF LIFE	106	182	181	94	94	A	5.7	24	425
M-F 11.30A 24 CBS DD						B	6.0	26	447
MAGAZINE(S)		182		96		A	5.3	26	395
2 MTUWF 8.00A 60									
2 THU. 8.00A 38									
& 8.52A 8									
CARD SHARKS	108	146	144	83	82	A	4.8	23	358
M-F 10.00A 30 NBC QG						B	4.5	23	335
CBS MID-DAY NEWS-EDWARDS	106	163	161	88	88	A	5.7	23	425
M-F 11.54A 6 CBS N						B	5.8	24	432
DAYS OF OUR LIVES	104	209		99		A	6.7	24	499
1 M-F 1.30P 60 NBC DD						B	7.0	25	522
DAYS OF OUR LIVES	5		206		99	A	7.0	25	522
2 M-F 1.00P 60 NBC DD						B	7.0	25	522
DOCTORS	103	200		97		A	6.2	22	462
1 M-F 2.30P 30 NBC DD						B	6.4	23	477
DOCTORS	5		195		97	A	5.8	21	432
2 M-F 2.00P 30 NBC DD						B	5.8	21	432
EDGE OF NIGHT	99	159	161	87	88	A	6.2	19	462
1 MWTHF 4.00P 30 ABC DD						B	6.0	18	447
2 M-F 4.00P 30									
FAMILY FEUD	108	191	193	99	99	A	8.0	33	596
M-F 11.30A 30 ABC QP						B	7.9	33	589
GENERAL HOSPITAL	104	188	189	98	98	A	9.2	29	685
M-F 3.00P 60 ABC DD						B	9.0	29	671
GOOD MORNING, AMERICA-730	110	186	186	98	98	A	3.6	22	268
M-F 7.30A 30 ABC N						B	3.2	21	238
GOOD MORNING, AMERICA-830	110	189	189	96	96	A	4.9	27	365
M-F 8.30A 30 ABC N						B	4.4	24	328
1 THU. 10.30A 60 CBS DN									
M*A*S*H M-F	107	186	183	97	97	A	8.3	26	618
M-F 3.30P 30 CBS CS						B	7.7	24	574
MATCH GAME '79	97	137	137	76	78	A	4.8	15	358
1 MWF 4.00P 30 CBS QP						B	4.8	15	358
2 M-F 4.00P 30									
MORNING MON-FRI	30	181	180	98	98	A	2.4	16	179
M-F 7.15A 45 CBS N						B	2.6	17	194
ONE LIFE TO LIVE	106	194	194	99	99	A	8.4	30	626
M-F 2.00P 60 ABC DD						B	8.1	29	603
PASSWORD PLUS	40	171		82		A	4.8	18	358
1 M-F 12.30P 30 NBC QG						B	5.1	18	380
PASSWORD PLUS	5		165		83	A	3.9	15	291
2 M-F 12.00N 30 NBC QG						B	3.9	15	291
PRICE IS RIGHT 1	102	175	175	90	90	A	6.3	30	469
1 MTUWF 10.30A 30 CBS AP						B	6.2	30	462
2 M-F 10.30A 30									
PRICE IS RIGHT 2	100	174	175	90	90	A	7.0	32	522
1 MTUWF 11.00A 30 CBS AP						B	6.8	31	507
2 M-F 11.00A 30									
RAZZMATAZZ(S)		177		96		A	5.4	17	402
1 THU. 4.00P 30 CBS DN									
RYAN'S HOPE	109	182	180	96	96	A	6.9	26	514
M-F 12.30P 30 ABC DD						B	7.3	28	544
SEARCH FOR TOMORROW	107	183	184	96	96	A	7.9	29	589
M-F 12.30P 30 CBS DD						B	7.7	30	574

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D									
SPEC REPORT:SOLAR ECLIPSE(S)		187		98		A	7.9	29	589
1 MON. 11.00A 30 ABC N									
TODAY SHOW-7.30AM	110	215	217	99	99	A	5.1	29	380
M-F 7.30A 30 NBC N						B	4.9	30	365
TODAY SHOW-8.30AM	110	213	213	99	99	A	4.9	29	365
M-F 8.30A 30 NBC N						B	5.0	29	373
$20,000 PYRAMID	109	164	163	90	90	A	5.1	20	380
M-F 12.00N 30 ABC QG						B	5.5	22	410
WHEEL OF FORTUNE	106	199	199	98	96	A	6.5	27	484
M-F 11.30A 30 NBC QG						B	6.1	26	454
YOUNG AND THE RESTLESS	107	193	193	98	98	A	9.0	35	671
M-F 12.00N 30 CBS DD						B	8.7	34	648
•WEEKEND DAYTIME									
ABC WEEKEND SPECIALS	24	182	184	95	96	A	5.5	22	410
SAT. 12.00N 30 ABC FV						B	6.0	22	447
ABC WIDE WORLD-SPORTS SAT	14	203	200	99	99	A	12.2	29	909
SAT. 5.00P 90 ABC SA						B	12.2	27	909
ABC WIDE WORLD-SPORTS-SUN	8	191	187	98	96	A	12.3	30	916
1 SUN. 4.30P 90 ABC SA						B	14.6	33	1088
2 SUN. 4.15P 105									
BUGS BUNNY/ROAD RUNNER 1	24	196	196	99	99	A	8.5	36	633
SAT. 9.00A 30 CBS CA						B	8.0	35	596
BUGS BUNNY/ROAD RUNNER 2	24	197	197	99	99	A	11.0	43	820
SAT. 9.30A 30 CBS CA						B	10.0	40	745
BUGS BUNNY/ROAD RUNNER 3	24	195	196	99	98	A	10.3	39	767
SAT. 10.00A 30 CBS CA						B	10.4	39	775
CBS SPORTS SPECTACULAR	22	152	153	88	90	A	6.3	17	469
1 SAT. 4.30P 90 CBS SA						B	5.8	15	432
2 SAT. 5.00P 60									
CHALLENGE OF THE SEXES	7	129	136	74	78	A	3.9	14	291
SUN. 1.00P 45 CBS SE						B	4.4	15	328
CHALLENGE-SUPERFRIENDS 1	18	191	192	99	99	A	5.5	22	410
SAT. 9.30A 30 ABC CA						B	5.9	24	440
CHALLENGE-SUPERFRIENDS 2	18	192	192	99	99	A	6.3	24	469
SAT. 10.00A 30 ABC CA						B	6.9	26	514
CHALLENGE-SUPERFRIENDS 3	18	193	192	99	99	A	6.6	25	492
SAT. 10.30A 30 ABC CA						B	7.5	28	559
CLUE CLUB	7	44	42	34	38	A	1.5	11	112
SUN. 8.30A 30 CBS CA						B	1.5	12	112
DAFFY DUCK	18	197	192	98	97	A	6.9	27	514
ALL NEW PINK PANTHER	24	185	185	92	92	A	5.7	23	425
SAT. 11.30A 30 ABC CA						B	6.1	24	454
ALL NEW POPEYE HOUR 1	24	190	188	96	96	A	4.2	27	313
1 SAT. 8.00A 30 CBS CA						B	4.1	31	305
2 SAT. 8.21A 9									
ALL NEW POPEYE HOUR 2	24	190	188	96	96	A	5.9	30	440
SAT. 8.30A 30 CBS CA						B	6.3	34	469
ALVIN AND THE CHIPMUNKS	1		188		97	A	4.2	30	313
2 SAT. 8.00A 30 NBC CA						B	4.2	30	313
AMERICAN BANDSTAND '79	17	165	163	86	85	A	5.4	21	402
1 SAT. 12.30P 60 ABC PC						B	5.9	21	440
2 SAT. 12.30P 37									
& 1.22P 8									
AMERICAN SPORTSMAN	1		164		86	A	4.7	16	350
2 SAT. 2.30P 60 ABC SA						B	4.7	16	350
ANIMALS, ANIMALS, ANIMALS	24	130	127	81	82	A	2.7	12	201
SUN. 11.30A 30 ABC CL						B	3.1	13	231
ARK II	18	160		85		A	5.5	20	410
1 SAT. 1.00P 30 CBS CL						B	5.5	18	410
BAY HILL GOLF CLASSIC-SAT(S)		163		86		A	3.7	11	276
1 SAT. 4.00P 90 NBC SE									
BAY HILL GOLF CLASSIC-SUN(S)		179		92		A	7.4	19	551
1 SUN. 3.00P 146 NBC SE									
BUFORD &-GALLOPING GHOST	6	178	162	85	77	A	6.2	24	462
SAT. 12.00N 30 NBC CA						B	6.3	23	469
SAT. 10.30A 30 NBC CA						B	7.3	27	544
FABULOUS FUNNIES	6	157	138	86	73	A	4.5	17	335
SAT. 12.30P 30 NBC CA						B	5.0	18	373
FACE THE NATION	24	174	172	97	96	A	3.0	14	224
SUN. 11.30A 30 CBS CC						B	3.3	13	246
FANGFACE	18	185	185	98	98	A	5.4	22	402
SAT. 11.00A 30 ABC CA						B	6.3	25	469
FANTASTIC FOUR	18	195	193	97	96	A	4.4	23	328
SAT. 8.30A 30 NBC CA						B	3.9	22	291
FAT ALBERT AND COSBY KIDS	23	190	189	98	97	A	6.5	24	484
1 SAT. 12.30P 30 CBS CA						B	7.5	27	559
2 SAT. 12.30P 28									
FRED AND BARNEY SHOW	6	202	197	98	95	A	7.5	30	559
SAT. 11.00A 30 NBC CA						B	8.3	31	618
GODZILLA SUPER 90 I	18	203	203	99	99	A	6.5	29	484
SAT. 9.00A 30 NBC CA						B	5.5	25	410
GODZILLA SUPER 90 II	18	203	203	99	99	A	6.9	27	514
SAT. 9.30A 30 NBC CA						B	6.4	25	477
GODZILLA SUPER 90 III	18	203	203	99	99	A	6.6	25	492
SAT. 10.00A 30 NBC CA						B	6.5	24	484
IN THE NEWS- 8.26AM	24	190	188	96	96	A	4.3	26	320
SAT. 8.26A 3 CBS CN						B	5.1	34	380
IN THE NEWS- 8.56AM	24	190	188	96	96	A	6.3	30	469
SAT. 8.56A 3 CBS CN						B	6.3	32	469

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D									
IN THE NEWS- 9.26AM	24	196	196	99	99	A	9.4	39	700
SAT. 9.26A 3 CBS CN						B	8.9	38	663
IN THE NEWS- 9.59AM	24	197	178	99	85	A	10.7	41	797
SAT. 9.59A 3 CBS CN						B	10.3	39	767
IN THE NEWS-10.26AM	24	195	196	99	98	A	9.7	37	723
SAT. 10.26A 3 CBS CN						B	10.0	37	745
IN THE NEWS-11.33AM	24	192	193	99	99	A	7.6	30	566
SAT. 11.33A 3 CBS CN						B	8.6	32	641
IN THE NEWS-11.56AM	24	192	193	99	99	A	6.3	25	469
SAT. 11.56A 3 CBS CN						B	8.0	30	596
IN THE NEWS-12.26PM	24	185	182	97	95	A	5.0	19	373
SAT. 12.26P 3 CBS CN						B	6.2	23	462
IN THE NEWS-12.56PM	22	190		98		A	6.2	23	462
1 SAT. 12.56P 3 CBS CN						B	7.3	25	544
IN THE NEWS- 1.26PM	18	160		85		A	5.6	20	417
1 SAT. 1.26P 3 CBS CN						B	5.4	18	402
IN THE NEWS- 8.26AM-SUN.	7	51	52	45	45	A	1.8	18	134
SUN. 8.26A 3 CBS CN						B	1.4	15	104
IN THE NEWS- 8.56AM-SUN.	7	44	42	34	38	A	1.8	13	134
SUN. 8.56A 3 CBS CN						B	1.7	13	127
INT'L CHAMPIONSHIP BOXING	7	178		92		A	10.9	29	812
1 SUN. 3.15P 75 ABC SE						B	11.5	28	857
ISSUES AND ANSWERS	21	169	171	93	94	A	3.3	14	246
SUN. 12.00N 30 ABC CC						B	3.1	12	231
JACKIE GLEASON GOLF-SAT.(S)			159		87	A	3.9	11	291
2 SAT. 4.00P 60 CBS SE									
JACKIE GLEASON GOLF-SUN(S)			187		99	A	5.1	13	380
2 SUN. 3.54P 126 CBS SE									
JETSONS	6	197	178	97	90	A	7.4	29	551
SAT. 11.30A 30 NBC CA						B	8.0	30	596
KIDS ARE PEOPLE TOO II	24	122	122	79	79	A	3.7	17	276
SUN. 10.30A 30 ABC CL						B	3.5	15	261
KIDS ARE PEOPLE TOO III	24	122	122	79	79	A	4.0	18	298
SUN. 11.00A 30 ABC CL						B	3.9	16	291
MEET THE PRESS	22	177	175	92	94	A	4.0	17	298
SUN. 12.30P 30 NBC CC						B	3.2	13	238
METRIC MARVELS-10:27AM	24	203	203	99	99	A	6.4	24	477
SAT. 10.27A 2 NBC IA						B	6.3	24	469
METRIC MARVELS-11:57AM	24	200	181	98	91	A	7.4	29	551
SAT. 11.57A 2 NBC IA						B	5.9	22	440
METRIC MARVELS-10:57AM	18	197	192	98	97	A	7.1	27	529
SAT. 10.57A 2 NBC IA						B	7.3	27	544
NBA BASKETBALL GAME	8	173	174	95	95	A	3.8	11	283
1 SUN. 1.45P 135 CBS SE						B	5.0	13	373
2 SUN. 1.45P 129									
NBA BASKETBALL GAME 2	1	172		89		A	5.0	12	373
1 SUN. 4.00P 120 CBS SE						B	5.0	12	373
NCAA BASKETBALL GAME-SAT.	9	188		94		A	5.7	19	425
1 SAT. 2.00P 120 NBC SE						B	5.7	17	425
NCAA BASKETBALL-NAT'L 2	7	188		97		A	7.5	24	559
1 SUN. 1.00P 120 NBC SE						B	6.6	19	492
NCAA CHAMP. SERIES-SAT 1(S)			207		99	A	8.5	29	633
2 SAT. 2.00P 120 NBC SE									
NCAA CHAMP. SERIES-SAT 2(S)			205		97	A	7.4	20	551
2 SAT. 4.33P 117 NBC SE									
NCAA CHAMP. SERIES-SUN 1(S)			203		99	A	9.8	30	730
2 SUN. 1.00P 118 NBC SE									
NCAA CHAMP. SERIES-SUN 2(S)			205		99	A	11.0	30	820
2 SUN. 3.12P 126 NBC SE									
NCAA SPECIAL(S)			141		84	A	4.4	17	328
2 SAT. 1.30P 30 NBC SC									
PRO BOWLERS TOUR	10	186	187	95	95	A	8.8	26	656
SAT. 3.30P 90 ABC SE						B	9.3	25	693
SCHOOLHOUSE ROCK-8.26AM	18	189	190	98	98	A	5.5	36	410
SAT. 8.26A 4 ABC CA						B	4.4	29	328
SCHOOLHOUSE ROCK-9.26AM	18	189	190	98	98	A	5.2	22	387
SAT. 9.26A 4 ABC CA						B	5.9	24	440
SCHOOLHOUSE ROCK-10.56AM	14	193	192	99	99	A	5.7	22	425
SAT. 10.56A 3 ABC CA						B	6.5	24	484
SCHOOLHOUSE ROCK-11.26AM	18	185	185	98	98	A	5.2	21	387
SAT. 11.26A 3 ABC CA						B	6.1	24	454
SCHOOLHOUSE ROCK-11.56AM	20	185	185	92	92	A	5.5	22	410
SAT. 11.56A 3 ABC CA						B	6.0	24	447
SCHOOLHOUSE ROCK-11.55AM	24	130	127	81	82	A	3.1	13	231
SUN. 11.55A 4 ABC CA						B	3.2	13	238
SCOOBY'S ALL STARS I	18	189	190	98	98	A	4.8	34	358
SAT. 8.00A 30 ABC CA						B	3.8	28	283
SCOOBY'S ALL STARS II	18	190	190	98	98	A	5.8	29	432
SAT. 8.30A 30 ABC CA						B	5.3	27	395
SCOOBY'S ALL STARS III	18	190	190	98	98	A	5.8	25	432
SAT. 9.00A 30 ABC CA						B	6.2	26	462
SPACE ACADEMY	24	185	182	98	96	A	5.3	21	395
SAT. 12.00N 30 CBS CL						B	6.7	25	499
SPORTSWORLD	9	156	144	83	84	A	5.4	13	402
1 SUN. 5.26P 34 NBC SE						B	7.0	17	522
2 SUN. 5.21P 39									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D									
SUNDAY MORNING	7	79	80	68	68	A	1.7	9	127
SUN. 9.00A 90 CBS	N					B	1.9	10	142
SUPERSTARS	9	182	179	95	94	A	9.2	27	685
SUN. 2.00P 75 ABC	SE					B	9.6	26	715
TARZAN AND SUPER SEVEN 1	24	191	192	99	99	A	8.5	33	633
SAT. 10.30A 30 CBS	CA					B	8.6	32	641
TARZAN AND SUPER SEVEN 2	24	191	192	99	99	A	8.1	32	603
SAT. 11.00A 30 CBS	CA					B	9.0	34	671
TARZAN AND SUPER SEVEN 3	24	192	193	99	99	A	7.1	28	529
SAT. 11.30A 30 CBS	CA					B	8.3	31	618
30 MINUTES	17	170	170	91	91	A	4.7	17	350
1 SAT. 1.30P 30 CBS	DN					B	5.0	17	373
2 SAT. 1.36P 30									
WHAT'S NEW, MISTER MAGOO	7	51	52	45	45	A	1.5	16	112
SUN. 8.00A 30 CBS	CA					B	1.2	14	89
WORLD SERIES-AUTO RACING	3	167		89		A	5.2	17	387
1 SAT. 2.30P 60 ABC	SE					B	5.3	17	395
WORLD SERIES-AUTO RACING	1		177		95	A	9.0	25	671
2 SUN. 3.15P 60 ABC	SE					B	9.0	25	671
YOGI'S SPACE RACE	5	192		92		A	1.1	8	82
1 SAT. 8.00A 30 NBC	CA					B	1.6	12	119

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. FEB. 26, 1979

WEEK 1

ABC TV	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					14,530				17,280							
TOTAL AUDIENCE (%)					19.5				23.2							
Program					←Salvage 1→			(OP)	←How the West Was Won→							
AVERAGE AUDIENCE (Households (000))					12,070				12,810							
AVERAGE AUDIENCE (%)					16.2	15.6*		16.7*	17.2	16.5*		17.5*		18.0*		16.9*
SHARE OF AUDIENCE %					24	24 *		25 *	26	24 *		26 *		28 *		28 *
AVG. AUD. BY ¼ HR. %					15.5	15.8	16.7	16.7	16.6	16.3	17.3	17.7	18.1	18.0	17.4	16.4

CBS TV	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					13,860		12,960		21,080		18,250		16,320			
TOTAL AUDIENCE (%)					18.6		17.4		28.3		24.5		21.9			
Program					Billy		Flatbush	(OP)	M*A*S*H		WKRP in Cincinnati		←Lou Grant→			
AVERAGE AUDIENCE (Households (000))					11,990		11,770		19,300		16,760		13,560			
AVERAGE AUDIENCE (%)					16.1		15.8	*	25.9		22.5		18.2	18.5*		18.0*
SHARE OF AUDIENCE %					24		23		38		33		29	29 *		30 *
AVG. AUD. BY ¼ HR. %					16.3	15.8	15.3	16.4	25.5	26.3	22.8	22.2	18.5	18.5	18.2	17.7

NBC TV	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					23,320				22,720							
TOTAL AUDIENCE (%)					31.3				30.5							
Program					←Little House on the Prairie→			(OP)	←NBC Monday Night Movies→ "MRS. COLUMBO" (9:00-10:55PM)							(1)
AVERAGE AUDIENCE (Households (000))					19,670				16,610							
AVERAGE AUDIENCE (%)					26.4	25.2*		27.5*	22.3	21.9*		22.8*		22.7*		21.6*
SHARE OF AUDIENCE %					39	38 *		41 *	34	32 *		34 *		35 *		36 *
AVG. AUD. BY ¼ HR. %					24.1	26.4	27.5	27.6	22.4	21.4	22.7	22.9	23.1	22.4	22.1	20.8

WEEK 2

ABC TV	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					17,430				18,100							
TOTAL AUDIENCE (%)					23.4				24.3							
Program					←Salvage 1→			(OP)	←How the West Was Won→							
AVERAGE AUDIENCE (Households (000))					14,230				12,440							
AVERAGE AUDIENCE (%)					19.1	18.6*		19.7*	16.7	16.4*		17.4*		17.3*		15.7*
SHARE OF AUDIENCE %					29	28 *		29 *	26	24 *		26 *		27 *		26 *
AVG. AUD. BY ¼ HR. %					18.1	19.1	19.9	19.5	16.3	16.4	17.3	17.5	17.5	17.1	16.6	14.9

CBS TV	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					13,040		11,700		21,830		18,630		17,810			
TOTAL AUDIENCE (%)					17.5		15.7		29.3		25.0		23.9			
Program					Billy		Flatbush	(OP)	M*A*S*H		WKRP in Cincinnati		←Lou Grant→			
AVERAGE AUDIENCE (Households (000))					11,030		11,030		20,120		17,510		14,750			
AVERAGE AUDIENCE (%)					14.8		14.8		27.0		23.5		19.8	20.3*		19.4*
SHARE OF AUDIENCE %					23		22		39		35		32	32 *		32 *
AVG. AUD. BY ¼ HR. %					14.9	14.7	14.3	15.4	26.1	28.0	23.9	23.1	20.4	20.2	19.7	19.0

NBC TV	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					22,350				21,380							
TOTAL AUDIENCE (%)					30.0				28.7							
Program					←Little House on the Prairie→			(OP)	←NBC Monday Night Movies→ "JENNIFER: A WOMAN'S STORY" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					18,850				15,570							
AVERAGE AUDIENCE (%)					25.3	24.2*		26.5*	20.9	19.7*		21.5*		21.5*		20.9*
SHARE OF AUDIENCE %					38	37 *		39 *	32	29 *		32 *		34 *		35 *
AVG. AUD. BY ¼ HR. %					23.1	25.3	26.3	26.7	19.7	19.7	21.4	21.6	21.9	21.1	21.1	20.7

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	61.3	62.0	63.1	64.1	65.3	67.1	67.4	68.4	68.6	68.8	67.8	67.8	65.5	64.3	62.1	57.5
WK 2	59.3	60.7	60.9	62.3	64.3	66.5	67.2	68.3	68.5	69.7	68.5	67.5	64.2	62.4	61.5	58.6

U.S. TV Households: 74,500,000 · * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. MON. MAR. 5, 1979

 (1) PROMO FILL, NBC, (10:55-11:00PM)(SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. FEB. 27, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45–11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)					24,590 33.0		24,880 33.4		25,850 34.7		21,610 29.0		20,260 27.2			
Program					Happy Days		Laverne and Shirley		Three's Company		Taxi	(OP)	20/20 (10:00-11:00PM) →			
AVERAGE AUDIENCE (Households (000) & %)					22,130 29.7	22.2*	23,390 31.4		24,210 32.5		20,120 27.0		14,750 19.8	22.2*		17.3*
SHARE OF AUDIENCE %					46		47		48		42		34	37 *		31 *
AVG. AUD. BY ¼ HR. %					28.3	31.1	30.7	32.1	32.4	32.5	27.4	26.6	23.6	20.8	18.1	16.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					17,360 23.3								14,830 19.9			
Program					← CBS Tuesday Night Movies "WOMEN AT WEST POINT" (8:00-10:00PM) (OP) →								← Paper Chase →			
AVERAGE AUDIENCE (Households (000) & %)					11,320 15.2	12.7*		14.9*		15.9*		17.2*	11,620 15.6	15.1*		16.1*
SHARE OF AUDIENCE %					23	20 *		22 *		24 *		27 *	27	25 *		29 *
AVG. AUD. BY ¼ HR. %					12.5	12.9	14.5	15.3	15.9	15.9	17.0	17.4	14.9	15.3	16.1	16.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,270 20.5				17,360 23.3							
Program					← Cliffhangers → (OP)				← Big Event "THE DROWNING POOL" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000) & %)					10,800 14.5	14.8*		14.3*	11,320 15.2	13.9*		14.9*		15.6*		16.5*
SHARE OF AUDIENCE %					22	23 *		22 *	25	21 *		23 *		26 *		30 *
AVG. AUD. BY ¼ HR. %					15.1	14.5	14.8	13.8	13.6	14.3	15.1	14.6	15.3	16.0	16.6	16.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45–11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)					28,760 38.6		27,570 37.0		24,810 33.3		21,080 28.3		18,400 24.7			
Program					Happy Days		Laverne and Shirley		Three's Company (R)		Taxi	(OP)	← Starsky & Hutch →			
AVERAGE AUDIENCE (Households (000) & %)					25,550 34.3		25,630 34.4		23,170 31.1		19,440 26.1		14,750 19.8	20.5*		19.1*
SHARE OF AUDIENCE %					52		52		47		41		34	34 *		34 *
AVG. AUD. BY ¼ HR. %					32.8	35.8	34.2	34.6	30.8	31.4	26.4	25.8	21.1	19.9	18.9	19.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					9,460 12.7				15,500 20.8							
Program					← CBS Reports "INSIDE THE UNION" (8:00-9:00PM) → (OP)				← CBS Tuesday Night Movies "COACH" (9:00-10:52PM) →							(1)
AVERAGE AUDIENCE (Households (000) & %)					6,180 8.3	8.8*		7.9*	10,430 14.0	12.4*		14.4*		14.9*		14.5*
SHARE OF AUDIENCE %					13	13 *		12 *	23	19 *		22 *		25 *		26 *
AVG. AUD. BY ¼ HR. %					9.5	8.1	8.0	7.7	12.5	12.3	14.0	14.7	15.0	14.9	14.7	14.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,570 20.9				18,920 25.4							
Program					← Cliffhangers → (OP)				← Big Event "GOLD OF THE AMAZON WOMEN" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000) & %)					10,650 14.3	14.2*		14.5*	12,590 16.9	16.4*		16.4*		17.7*		16.9*
SHARE OF AUDIENCE %					22	22 *		22 *	27	25 *		26 *		30 *		30 *
AVG. AUD. BY ¼ HR. %					14.5	13.9	14.4	14.5	16.4	16.3	16.5	16.4	17.9	17.5	16.9	17.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	58.6	60.9	60.5	62.2	63.5	65.1	66.1	66.7	66.7	67.4	65.2	64.3	60.7	58.5	56.9	54.6
WK 2	55.8	57.6	60.2	63.3	65.6	66.1	66.3	66.7	66.3	65.9	64.6	64.0	61.2	58.8	56.7	54.6

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) PROMO FILL, CBS, (10:52-11:00PM)(SUS.).

EVE. TUE. MAR. 6, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. FEB. 28, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					24,510				21,010				19,150			
TOTAL AUDIENCE (%)					32.9				28.2				25.7			
Program					Eight Is Enough				Charlie's Angels			(OP)	Vega$			
AVERAGE AUDIENCE (Households (000))					20,410				17,810				15,720			
AVERAGE AUDIENCE (%)					27.4	25.9*		28.8*	23.9	23.7*		24.1*	21.1	21.3*		20.8*
SHARE OF AUDIENCE %					43	41 *		44 *	36	36 *		36 *	36	36 *		37 *
AVG. AUD. BY ¼ HR. %					24.5	27.4	28.7	28.8	23.3	24.1	24.3	23.9	21.3	21.4	21.4	20.2
CBS TV TOTAL AUDIENCE (Households (000))					12,440				15,120		13,860		12,140			
TOTAL AUDIENCE (%)					16.7				20.3		18.6		16.3			
Program					Married: The First Year			(OP)	One Day at a Time		The Jeffersons		Kaz			
AVERAGE AUDIENCE (Households (000))					10,060				13,340		12,890		9,240			
AVERAGE AUDIENCE (%)					13.5	13.1*		13.8*	17.9		17.3		12.4	13.0*		11.8*
SHARE OF AUDIENCE %					21	21 *		21 *	27		26		21	22 *		21 *
AVG. AUD. BY ¼ HR. %					13.1	13.1	13.7	13.9	17.6	18.1	17.5	17.1	13.6	12.4	12.0	11.5
NBC TV TOTAL AUDIENCE (Households (000))					12,220				20,640							
TOTAL AUDIENCE (%)					16.4				27.7							
Program					Supertrain			(OP)	NBC Novels for Television "FROM HERE TO ETERNITY" Pt. III (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					9,240				15,200							
AVERAGE AUDIENCE (%)					12.4	11.8*		13.0*	20.4	19.1*		20.2*		21.1*		21.3*
SHARE OF AUDIENCE %					19	19 *		20 *	33	29 *		31 *		35 *		38 *
AVG. AUD. BY ¼ HR. %					11.7	11.8	12.2	13.7	18.8	19.4	20.2	20.2	20.9	21.3	21.5	21.1

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					24,960				23,020				20,040			
TOTAL AUDIENCE (%)					33.5				30.9				26.9			
Program					Eight Is Enough				Charlie's Angels			(OP)	Vega$			
AVERAGE AUDIENCE (Households (000))					21,160				19,220				16,690			
AVERAGE AUDIENCE (%)					28.4	26.4*		30.3*	25.8	25.7*		25.9*	22.4	22.9*		21.5*
SHARE OF AUDIENCE %					43	41 *		45 *	39	39 *		39 *	39	39 *		40 *
AVG. AUD. BY ¼ HR. %					24.7	28.1	30.1	30.6	25.6	25.8	26.3	25.5	22.8	23.1	22.3	21.5
CBS TV TOTAL AUDIENCE (Households (000))					11,470				14,600		15,500		12,670			
TOTAL AUDIENCE (%)					15.4				19.6		20.8		17.0			
Program					Married: The First Year			(OP)	One Day at a Time		The Jeffersons		Kaz			
AVERAGE AUDIENCE (Households (000))					8,200				12,740		14,160		9,610			
AVERAGE AUDIENCE (%)					11.0	11.3*		10.8*	17.1		19.0		12.9	13.5*		12.3*
SHARE OF AUDIENCE %					17	18 *		16 *	26		29		23	23 *		23 *
AVG. AUD. BY ¼ HR. %					11.9	10.8	10.9	10.6	16.3	17.9	18.6	19.3	14.0	12.9	12.3	12.3
NBC TV TOTAL AUDIENCE (Households (000))					17,360				17,660							
TOTAL AUDIENCE (%)					23.3				23.7							
Program					Cher... and Other Fantasies (8:00-9:00PM)			(OP)	NBC Novels for Television "STUDS LONIGAN" Pt. I (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					12,290				11,100							
AVERAGE AUDIENCE (%)					16.5	16.9*		16.0*	14.9	15.4*		15.0*		14.9*		14.1*
SHARE OF AUDIENCE %					25	26 *		24 *	24	23 *		23 *		25 *		26 *
AVG. AUD. BY ¼ HR. %					17.0	16.9	16.0	15.9	15.6	15.2	15.3	14.7	15.3	14.6	14.4	13.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	59.4	60.1	59.8	60.9	61.6	63.4	64.8	65.6	65.1	66.5	66.4	65.7	60.8	59.2	57.4	55.1
WK 2	56.6	57.7	58.7	60.5	63.4	65.5	66.8	66.7	65.1	66.3	66.9	66.1	60.4	58.0	55.7	53.4

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. WED. MAR. 7, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. MAR. 1, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					24,210		21,460		19,440		18,250		16,320			
TOTAL AUDIENCE (%)					32.5		28.8		26.1		24.5		21.9			
Program					Mork & Mindy (R)		Angie		Barney Miller		Soap	(OP)	← Family	→		
AVERAGE AUDIENCE (Households (000))					21,530		20,190		18,030		17,060		14,380			
AVERAGE AUDIENCE (%)					28.9		27.1		24.2		22.9		19.3	19.4*		19.1*
SHARE OF AUDIENCE %					45		41		36		35		33	33 *		34 *
AVG. AUD. BY ¼ HR. %					27.9	29.8	26.7	27.5	24.3	24.1	23.2	22.7	19.6	19.2	19.1	19.1
CBS TV TOTAL AUDIENCE (Households (000))					17,580				15,570				16,170			
TOTAL AUDIENCE (%)					23.6				20.9				21.7			
Program					← The Waltons			→ (OP)	← Hawaii Five-O			→	← Barnaby Jones			→
AVERAGE AUDIENCE (Households (000))					14,830				13,110				13,410			
AVERAGE AUDIENCE (%)					19.9	18.8*		21.1*	17.6	17.2*		18.1*	18.0	17.8*		18.2*
SHARE OF AUDIENCE %					30	29 *		32 *	26	26 *		27 *	31	30 *		33 *
AVG. AUD. BY ¼ HR. %					18.1	19.4	21.3	20.8	17.0	17.4	18.2	17.9	17.4	18.1	18.3	18.0
NBC TV TOTAL AUDIENCE (Households (000))					12,220				18,100				15,200			
TOTAL AUDIENCE (%)					16.4				24.3				20.4			
Program					← Leopard of the Wild (8:00-9:00PM)			→ (OP)	← Quincy, M.E.			→	← Mrs. Columbo			→
AVERAGE AUDIENCE (Households (000))					8,050				14,750				11,700			
AVERAGE AUDIENCE (%)					10.8	9.9*		11.7*	19.8	19.4*		20.1*	15.7	16.9*		14.5*
SHARE OF AUDIENCE %					17	15 *		18 *	30	29 *		30 *	27	28 *		26 *
AVG. AUD. BY ¼ HR. %					10.0	9.8	11.3	12.1	19.1	19.7	20.1	20.0	17.9	16.0	14.8	14.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					26,520		27,710				17,060		13,110			
TOTAL AUDIENCE (%)					35.6		37.2				22.9		17.6			
Program					Mork & Mindy		← John Denver and the Ladies (8:30-9:30PM)			→	Soap	(OP)	← Family			→
AVERAGE AUDIENCE (Households (000))					23,910		19,670				14,750		10,280			
AVERAGE AUDIENCE (%)					32.1		26.4	28.7*		24.0*	19.8		13.8	14.0*		13.7*
SHARE OF AUDIENCE %					50		40	44 *		37 *	31		23	23 *		24 *
AVG. AUD. BY ¼ HR. %					30.8	33.5	29.4	28.0	24.9	23.2	20.1	19.4	13.8	14.2	13.7	13.6
CBS TV TOTAL AUDIENCE (Households (000))					19,150				26,450							
TOTAL AUDIENCE (%)					25.7				35.5							
Program					← The Waltons			→ (OP)	← People's Choice Awards (9:00-11:06PM)(1)							
AVERAGE AUDIENCE (Households (000))					15,200				14,380							
AVERAGE AUDIENCE (%)					20.4	18.5*		22.3*	19.3	17.9*		20.3*		20.5*		18.6*
SHARE OF AUDIENCE %					32	29 *		34 *	31	27 *		32 *		34 *		32 *
AVG. AUD. BY ¼ HR. %					18.0	19.0	22.2	22.3	18.1	17.6	20.1	20.4	21.3	19.7	18.7	18.6
NBC TV TOTAL AUDIENCE (Households (000))					7,750				20,490							
TOTAL AUDIENCE (%)					10.4				27.5							
Program					← Little Women			→ (OP)	← Quincy, M.E.							→ (2)
AVERAGE AUDIENCE (Households (000))					4,920				13,190							
AVERAGE AUDIENCE (%)					6.6	5.9*		7.2*	17.7	16.5*		18.2*		18.1*		17.9*
SHARE OF AUDIENCE %					10	9 *		11 *	28	25 *		29 *		30 *		31 *
AVG. AUD. BY ¼ HR. %					6.2	5.6	6.9	7.6	15.4	17.6	18.3	18.0	18.2	18.1	18.0	17.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	58.2	59.8	60.3	61.7	63.4	65.4	65.9	67.1	66.7	67.1	66.5	65.7	60.7	58.5	56.5	55.1
WK 2	56.2	57.4	57.5	59.9	62.9	64.7	65.4	65.6	65.4	64.9	64.3	63.2	61.6	60.7	59.1	56.2

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) PROMO FILL, NBC, (10:55-11:00PM)(SUS.).

EVE. THU. MAR. 8, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 2, 1979

WEEK 1

Network	Row	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	Program	Makin' It		What's Happening	(OP)	ABC Friday Night Movie "BABY BLUE MARINE" (9:00-10:49PM)							(1)
	TOTAL AUDIENCE (Households (000))	9,540		12,520		18,030							
	TOTAL AUDIENCE (%)	12.8		16.8		24.2							
	AVERAGE AUDIENCE (Households (000))	8,340		11,100		11,770							
	AVERAGE AUDIENCE (%)	11.2		14.9		15.8	16.2*		16.1*		15.6*		
	SHARE OF AUDIENCE %	19		25		28	27 *		28 *		28 *		
	AVG. AUD. BY ¼ HR. %	11.1	11.2	14.1	15.7	16.3	16.1	16.4	15.9	15.8	15.4	15.2	13.1
CBS TV	Program	Incredible Hulk			(OP)	Day of the Animals (9:00-11:00PM)							
	TOTAL AUDIENCE (Households (000))	17,210				20,190							
	TOTAL AUDIENCE (%)	23.1				27.1							
	AVERAGE AUDIENCE (Households (000))	13,190				13,040							
	AVERAGE AUDIENCE (%)	17.7	16.2*		19.1*	17.5	16.6*		17.9*		17.9*		17.6*
	SHARE OF AUDIENCE %	30	28 *		32 *	31	28 *		31 *		33 *		34 *
	AVG. AUD. BY ¼ HR. %	15.6	16.9	19.4	18.8	16.3	16.8	17.8	18.0	17.9	17.9	17.5	17.7
NBC TV	Program	Diff'rent Strokes		Bob Hope's American Youth Awards (8:30-9:30PM)			(OP)	Hello, Larry		Sweepstakes			
	TOTAL AUDIENCE (Households (000))	17,950		19,740				12,370		13,560			
	TOTAL AUDIENCE (%)	24.1		26.5				16.6		18.2			
	AVERAGE AUDIENCE (Households (000))	15,940		13,480				11,320		10,360			
	AVERAGE AUDIENCE (%)	21.4		18.1	17.7*		18.6*	15.2		13.9	13.8*		14.1*
	SHARE OF AUDIENCE %	36		30	29 *		31 *	26		26	25 *		27 *
	AVG. AUD. BY ¼ HR. %	20.8	22.1	17.6	17.8	18.8	18.3	14.9	15.5	14.0	13.5	13.8	14.3

WEEK 2

Network	Row	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	Program	Makin' It		What's Happening	(OP)	ABC Friday Night Movie "THE CHILD STEALER" (9:00-11:00PM)							
	TOTAL AUDIENCE (Households (000))	8,340		9,760		17,880							
	TOTAL AUDIENCE (%)	11.2		13.1		24.0							
	AVERAGE AUDIENCE (Households (000))	7,520		8,940		12,140							
	AVERAGE AUDIENCE (%)	10.1		12.0		16.3	15.9*		16.5*		16.7*		16.3*
	SHARE OF AUDIENCE %	17		20		28	26 *		27 *		29 *		29 *
	AVG. AUD. BY ¼ HR. %	10.2	10.1	11.6	12.4	15.5	16.3	16.6	16.3	16.9	16.5	16.6	16.0
CBS TV	Program	Incredible Hulk			(OP)	Dukes of Hazzard				Dallas			
	TOTAL AUDIENCE (Households (000))	19,440				19,970				18,630			
	TOTAL AUDIENCE (%)	26.1				26.8				25.0			
	AVERAGE AUDIENCE (Households (000))	15,120				16,610				15,790			
	AVERAGE AUDIENCE (%)	20.3	18.5*		22.1*	22.3	22.2*		22.4*	21.2	21.2*		21.2*
	SHARE OF AUDIENCE %	34	32 *		37 *	37	37 *		37 *	37	36 *		38 *
	AVG. AUD. BY ¼ HR. %	17.5	19.5	22.1	22.2	22.1	22.3	22.4	22.4	20.8	21.5	21.7	20.6
NBC TV	Program	Diff'rent Strokes (R)		Hello, Larry	(OP)	Brothers and Sisters		Turnabout		Sweepstakes			
	TOTAL AUDIENCE (Households (000))	17,580		13,040		9,910		9,160		9,760			
	TOTAL AUDIENCE (%)	23.6		17.5		13.3		12.3		13.1			
	AVERAGE AUDIENCE (Households (000))	15,570		12,220		8,720		8,200		7,600			
	AVERAGE AUDIENCE (%)	20.9		16.4		11.7		11.0		10.2	10.2*		10.2*
	SHARE OF AUDIENCE %	36		27		19		18		18	18 *		18 *
	AVG. AUD. BY ¼ HR. %	20.4	21.4	16.6	16.2	11.8	11.5	11.0	11.1	10.3	10.1	9.9	10.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	53.7	55.0	55.3	56.9	57.9	59.6	60.3	60.9	60.3	59.9	57.9	57.7	55.8	53.7	52.8	51.0
WK 2	52.5	53.8	54.8	56.0	57.6	59.2	60.1	60.6	60.1	60.9	60.9	60.4	58.2	58.0	56.9	55.6

U. S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "GOOD MORNING AMERICA", ABC, (10:49-11:00PM)(SUS.).

EVE. FRI. MAR. 9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 3, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					11,620 15.6		10,650 14.3		17,060 22.9				19,000 25.5			
ABC TV program					Delta House		Welcome Back, Kotter		←Love Boat→ (OP)				←Fantasy Island→			
AVERAGE AUDIENCE (Households (000) & %)					10,130 13.6		9,830 13.2		14,450 19.4	19.2*		19.6*	16,020 21.5	21.0*		21.9*
SHARE OF AUDIENCE %					24		23		32	32 *		33 *	38	36 *		39 *
AVG. AUD. BY ¼ HR. %					13.3	14.0	12.9	13.5	18.7	19.7	19.4	19.7	20.6	21.4	21.9	22.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					17,810 23.9								9,240 12.4			
CBS TV program					←CBS Saturday Night Movie→ "ACROSS THE GREAT DIVIDE" (8:00-10:00PM) (OP)								Boston and Kilbride (10:00-11:00PM)→			
AVERAGE AUDIENCE (Households (000) & %)					12,810 17.2	15.6*		17.1*		18.1*		17.8*	6,710 9.0	9.8*		8.2*
SHARE OF AUDIENCE %					29	28 *		29 *		30 *		30 *	16	17 *		15 *
AVG. AUD. BY ¼ HR. %					15.2	16.0	17.0	17.1	18.0	18.3	18.1	17.6	10.7	8.8	8.4	8.C
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,910 22.7				17,280 23.2							
NBC TV program					←Chips→ (OP)				←Rockford Files→							
AVERAGE AUDIENCE (Households (000) & %)					13,560 18.2	17.3*		19.1*	11,320 15.2	14.4*		14.7*		16.1*		15.7*
SHARE OF AUDIENCE %					32	31 *		33 *	26	24 *		25 *		28 *		28 *
AVG. AUD. BY ¼ HR. %					16.9	17.6	19.1	19.1	14.4	14.3	14.7	14.8	16.1	16.1	15.8	15.6

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					13,190 17.7		7,520 10.1		19,890 26.7				16,910 22.7			
ABC TV program					Delta House		Mideast: Carter Gamble (8:30-9:00PM)		←Love Boat→ (OP)				←Fantasy Island→ (R)			
AVERAGE AUDIENCE (Households (000) & %)					11,180 15.0		6,330 8.5		16,460 22.1	21.2*		23.1*	13,780 18.5	18.6*		18.5*
SHARE OF AUDIENCE %					26		14		37	36 *		39 *	33	33 *		34 *
AVG. AUD. BY ¼ HR. %					15.3	14.8	8.1	8.8	20.1	22.3	23.3	22.8	18.8	18.4	18.4	18.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					15,270 20.5				17,360 23.3							
CBS TV program					←Wonder Woman→ (R) (OP)				←CBS Saturday Night Movie→ "DEATH WISH" (9:00-10:54PM)(R)							(1)
AVERAGE AUDIENCE (Households (000) & %)					10,500 14.1	12.1*		16.1*	12,440 16.7	15.9*		16.1*		17.3*		17.7*
SHARE OF AUDIENCE %					24	21 *		27 *	29	27 *		27 *		31 *		32 *
AVG. AUD. BY ¼ HR. %					12.2	12.1	15.8	16.3	15.6	16.2	16.1	16.2	17.2	17.5	17.6	17.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					21,310 28.6				13,860 18.6				11,550 15.5			
NBC TV program					←Chips→ (OP)				←B.J. and the Bear→				←Rockford Files→			
AVERAGE AUDIENCE (Households (000) & %)					17,210 23.1	21.2*		25.0*	10,650 14.3	14.5*		14.1*	9,910 13.3	13.5*		13.1*
SHARE OF AUDIENCE %					40	37 *		43 *	24	24 *		24 *	24	24 *		24 *
AVG. AUD. BY ¼ HR. %					20.3	22.0	25.3	24.7	14.9	14.0	14.0	14.1	13.4	13.6	13.3	12.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	53.0	54.8	55.2	55.5	55.8	56.6	58.0	58.6	59.6	60.0	59.8	59.4	58.0	57.2	56.2	54.9
WK 2	52.1	54.2	55.1	56.5	57.0	57.6	58.3	59.0	59.3	60.0	59.5	59.0	57.1	56.3	55.2	53.8

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) PROMO FILL, CBS, (10:54-11:00PM)(SUS.).

EVE. SAT. MAR. 10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. MAR. 4, 1979 (WEEK 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	14,010				25,260											
TOTAL AUDIENCE (%)	18.8				33.9											
Program	Osmond Family Show				(OP) ABC Sunday Night Movie "THE ORDEAL OF PATTY HEARST" (8:00-11:00PM)											
AVERAGE AUDIENCE (Households (000))	10,210				16,910											
AVERAGE AUDIENCE (%)	13.7	13.0*		14.5*	22.7	20.5*		21.9*		22.6*		23.7*		24.1*		23.1*
SHARE OF AUDIENCE %	22	22 *		22 *	34	31 *		32 *		33 *		35 *		37 *		38 *
AVG. AUD. BY ¼ HR. %	12.5	13.4	13.8	15.1	20.2	20.7	21.6	22.3	22.6	22.5	23.5	23.9	24.4	23.8	23.5	22.8
CBS TV TOTAL AUDIENCE (Households (000))	25,180				25,700						18,700		16,910			
TOTAL AUDIENCE (%)	33.8				34.5						25.1		22.7			
Program	60 Minutes				All In The Family						(OP) Stockard Channing in Just Friends		Mary Tyler Moore Hour			
AVERAGE AUDIENCE (Households (000))	20,790				20,040						17,580		14,010			
AVERAGE AUDIENCE (%)	27.9	26.6*		29.3*	26.9	25.5*		27.3*		27.8*	23.6		18.8	20.0*		17.5*
SHARE OF AUDIENCE %	45	44 *		45 *	39	38 *		40 *		40 *	35		30	31 *		29 *
AVG. AUD. BY ¼ HR. %	25.7	27.5	29.3	29.2	24.5	26.5	27.3	27.3	27.9	27.8	23.9	23.3	20.3	19.6	18.2	16.5
NBC TV TOTAL AUDIENCE (Households (000))	20,260								19,670							
TOTAL AUDIENCE (%)	27.2								26.4							
Program	Wonderful World of Disney "NEVER A DULL MOMENT" (OP)								Big Event "JEREMIAH JOHNSON" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000))	12,070								14,300							
AVERAGE AUDIENCE (%)	16.2	14.9*		16.4*		16.9*		16.5*	19.2	17.9*		19.7*		19.9*		19.2*
SHARE OF AUDIENCE %	25	25 *		25 *		25 *		24 *	29	26 *		29 *		31 *		32 *
AVG. AUD. BY ¼ HR. %	14.5	15.2	16.1	16.7	17.6	16.2	16.3	16.7	17.4	18.4	19.8	19.6	19.8	19.9	19.5	18.9

EVE. SUN. MAR. 11, 1979 (WEEK 2)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))	15,200				15,350				23,320							
TOTAL AUDIENCE (%)	20.4				20.6				31.3							
Program	Osmond Family Show				Battlestar: Galactica (OP)				ABC Sunday Night Movie "TARGETS WITHOUT A BADGE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))	10,430				12,810				14,680							
AVERAGE AUDIENCE (%)	14.0	12.8*		15.3*	17.2	17.2*		17.1*	19.7	14.2*		17.6*		23.1*		24.0*
SHARE OF AUDIENCE %	23	22 *		24 *	26	26 *		25 *	31	21 *		26 *		38 *		44 *
AVG. AUD. BY ¼ HR. %	12.7	12.8	14.8	15.7	17.3	17.1	17.5	16.8	13.8	14.6	17.2	18.0	22.0	24.1	24.2	23.9
CBS TV TOTAL AUDIENCE (Households (000))	26,600				23,910		27,270				19,890		18,550			
TOTAL AUDIENCE (%)	35.7				32.1		36.6				26.7		24.9			
Program	60 Minutes				All In The Family		Alice (OP)				Stockard Channing in Just Friends		Mary Tyler Moore Hour			
AVERAGE AUDIENCE (Households (000))	21,380				22,200		22,420				18,770		13,410			
AVERAGE AUDIENCE (%)	28.7	27.7*		29.7*	29.8		30.1	29.6*		30.6*	25.2		18.0	20.0*		16.0*
SHARE OF AUDIENCE %	47	47 *		47 *	45		44	44 *		45 *	38		31	33 *		29 *
AVG. AUD. BY ¼ HR. %	26.8	28.6	29.7	29.6	28.9	30.7	29.0	30.1	30.8	30.3	25.7	24.8	21.2	18.7	16.9	15.1
NBC TV TOTAL AUDIENCE (Households (000))	21,380												11,030			
TOTAL AUDIENCE (%)	28.7												14.8			
Program	Big Event "AIRPORT '77" (7:00-10:00PM)(R) (OP)												Weekend			
AVERAGE AUDIENCE (Households (000))	12,070												7,230			
AVERAGE AUDIENCE (%)	16.2	13.0*		15.3*		16.6*		16.8*		18.3*		17.4*	9.7	10.2*		9.2*
SHARE OF AUDIENCE %	25	22 *		24 *		25 *		25 *		27 *		26 *	17	17 *		17 *
AVG. AUD. BY ¼ HR. %	12.1	13.9	15.0	15.6	16.5	16.8	16.8	16.9	18.2	18.5	18.6	16.2	10.8	9.6	9.3	9.1
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	59.3	61.2	63.7	65.3	66.6	67.3	68.5	69.0	69.1	69.0	67.7	67.4	66.0	64.5	62.2	59.6
WK 2	57.8	60.4	62.7	63.8	65.5	66.7	66.8	67.7	68.6	68.7	67.7	66.3	61.7	59.5	56.5	53.7

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section, Page A-36

SUN. 11:00 P.M.—12:45 A.M. | MON.-FRI. 11:30 P.M.—1:45 A.M.

WEEK 1

Network	TIME	Sun 11:00	11:15	11:30	11:45	12:00	12:15	12:30	Mon.-Fri. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV	TOTAL AUDIENCE (Households (000) & %)	6,030 8.1															
	Program	ABC Weekend Report-Sunday															
	AVERAGE AUDIENCE (Households (000) & %)	5,660 7.6															
	SHARE OF AUDIENCE %	16															
	AVG. AUD. BY ¼ HR. %	7.6															
CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,140 6.9							7,900 10.6								
	Program	CBS Sunday News-Bradley							←Late Movie I (1)→ (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	4,990 6.7							5,660 7.6	8.0*		7.5*					
	SHARE OF AUDIENCE %	14							27	25 *		29 *					
	AVG. AUD. BY ¼ HR. %	6.7							8.3	7.7	7.6	7.3	6.8				
NBC TV	TOTAL AUDIENCE (Households (000) & %)			5,290 7.1					9,910 13.3						2,910 3.9		
	Program			←NBC Late Night Movie					←Tonight Show (1)→						←Tomorrow Show (1)(OP)→		
	AVERAGE AUDIENCE (Households (000) & %)			3,280 4.4	5.1*		5.1*		5,890 7.9	9.5*		7.3*			2,160 2.9	3.1*	
	SHARE OF AUDIENCE %			22	18 *		23 *		29	30 *		28 *			22	22 *	
	AVG. AUD. BY ¼ HR. %			5.0	5.1	5.2	4.9	4.4	10.2	8.8	7.8	6.8	5.8	6.0	3.4	2.5	2.5

WEEK 2

Network	TIME	Sun 11:00	11:15	11:30	11:45	12:00	12:15	12:30	Mon.-Fri. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV	TOTAL AUDIENCE (Households (000) & %)	6,110 8.2															
	Program	ABC Weekend Report-Sunday															
	AVERAGE AUDIENCE (Households (000) & %)	5,810 7.8															
	SHARE OF AUDIENCE %	18															
	AVG. AUD. BY ¼ HR. %	7.8															
CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,590 7.5							8,120 10.9								
	Program	CBS Sunday News-Bradley							←Late Movie I (1)→ (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	5,360 7.2							5,890 7.9	8.4*		7.5*					
	SHARE OF AUDIENCE %	16							29	27 *		30 *					
	AVG. AUD. BY ¼ HR. %	7.2							8.7	8.3	8.2	7.4	7.2				
NBC TV	TOTAL AUDIENCE (Households (000) & %)			3,650 4.9					8,570 11.5						2,680 3.6		
	Program			←NBC Late Night Movie					←Tonight Show (1)→						←Tomorrow Show (1)(OP)→		
	AVERAGE AUDIENCE (Households (000) & %)			2,010 2.7	3.3*		3.1*		4,840 6.5	7.7*		6.0*		4.6*	1,940 2.6	2.7*	
	SHARE OF AUDIENCE %			13	11 *		14 *		25	25 *		24 *		26 *	21	20 *	
	AVG. AUD. BY ¼ HR. %			3.3	3.3	3.2	3.0	2.7	8.2	7.2	6.4	5.7	5.1	4.0	2.8	2.5	2.3

TV HOUSEHOLDS USING TV (See Def. 1)	Sun 11:00	11:15	11:30	11:45	12:00	12:15	12:30	Mon.-Fri. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
WK 1	49.7	40.6	30.8	26.9	23.5	21.1	18.6	33.8	30.1	27.0	24.4	20.9	17.9	15.4	13.8	12.2
WK 2	46.4	40.7	32.0	27.1	23.6	20.8	17.9	32.9	29.2	25.6	23.3	20.4	18.0	15.3	13.6	11.9

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 26-MAR. 2, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
ABC TV TOTAL AUDIENCE (Households (000)			3,500				4,540									
& %)			4.7				6.1									
Program	← Good Morning, America →															
		(Co-op)		(Participating)		(Co-op)		(Participating)								
AVERAGE AUDIENCE (Households (000)			2,680				3,950									
& %)			3.6				5.3									
SHARE OF AUDIENCE %			22				29									
AVG. AUD. BY ¼ HR. %			3.3	3.9			5.2	5.3								
CBS TV TOTAL AUDIENCE (Households (000)		3,050			3,870								4,620		5,660	
& %)		4.1			5.2								6.2		7.6	
Program	← Morning Mon-Fri				→ ← Captain Kangaroo →								All In The Family		Price is Right 1 MTUWF (S)(OP)	
	(Co-op)		(Participating)													
AVERAGE AUDIENCE (Households (000)		1,790			2,460								3,870		4,840	
& %)		2.4		2.5*	3.3	3.1*		3.6*					5.2		6.5	
SHARE OF AUDIENCE %		16		16 *	18	17 *		20 *					25		30	
AVG. AUD. BY ¼ HR. %		2.3	2.4	2.5	3.0	3.2	3.5	3.7					4.9	5.5	6.2	6.8
NBC TV TOTAL AUDIENCE (Households (000)			4,770				4,400						4,470		4,170	
& %)			6.4				5.9						6.0		5.6	
Program	← Today Show →												Card Sharks		All Star Secrets (1)	
		(Co-op)		(Participating)		(Co-op)		(Participating)								
AVERAGE AUDIENCE (Households (000)			3,870				3,580						3,870		3,580	
& %)			5.2				4.8						5.2		4.8	
SHARE OF AUDIENCE %			30				28						25		22	
AVG. AUD. BY ¼ HR. %			5.2	5.3			4.6	4.9					5.1	5.3	4.8	4.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
ABC TV TOTAL AUDIENCE (Households (000)			3,580				4,100									
& %)			4.8				5.5									
Program	← Good Morning, America →															
		(Co-op)		(Participating)		(Co-op)		(Participating)								
AVERAGE AUDIENCE (Households (000)			2,760				3,430									
& %)			3.7				4.6									
SHARE OF AUDIENCE %			23				25									
AVG. AUD. BY ¼ HR. %			3.5	3.9			4.6	4.6								
CBS TV TOTAL AUDIENCE (Households (000)		2,980			3,800								4,540		5,360	
& %)		4.0			5.1								6.1		7.2	
Program	← Morning Mon-Fri				→ ← Captain Kangaroo (2) →								All In The Family		Price is Right 1	
	(Co-op)		(Participating)													
AVERAGE AUDIENCE (Households (000)		1,790			2,460								3,800		4,540	
& %)		2.4		2.3*	3.3	3.1*		3.6*					5.1		6.1	
SHARE OF AUDIENCE %		15		14 *	18	17 *		20 *					25		29	
AVG. AUD. BY ¼ HR. %		2.4	2.3	2.4	2.9	3.3	3.6	3.6					4.7	5.6	5.8	6.4
NBC TV TOTAL AUDIENCE (Households (000)			4,470				4,540						4,020		4,020	
& %)			6.0				6.1						5.4		5.4	
Program	← Today Show →												Card Sharks		All Star Secrets (1)	
		(Co-op)		(Participating)		(Co-op)		(Participating)								
AVERAGE AUDIENCE (Households (000)			3,650				3,730						3,350		3,500	
& %)			4.9				5.0						4.5		4.7	
SHARE OF AUDIENCE %			28				29						22		23	
AVG. AUD. BY ¼ HR. %			4.8	5.0			5.0	5.1					4.4	4.6	4.6	4.8

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK 1	8.0	10.4	12.8	13.9	14.9	16.4	16.6	17.4	18.6	19.5	20.0	20.8	21.1	21.5	21.5	21.8
	WK 2	8.0	10.5	12.6	13.8	15.4	16.9	17.2	17.3	18.1	19.2	19.5	20.0	20.1	21.0	20.7	20.8

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).
(2) "CARTER AND SADAT", CBS, THU., (8:38-8:52AM)(SUS.).

DAY MON.-FRI. MAR. 5-9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 26-MAR. 2, 1979

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,620		6,930		4,400		6,480		9,010				7,970			
	6.2		9.3		5.9		8.7		12.1				10.7			
Program	Happy Days TU-F (S)(OP)		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1)			→	← One Life to Live			→
AVERAGE AUDIENCE (Households (000) & %)	3,870		5,960		3,800		5,510		7,000				6,110			
	5.2		8.0		5.1		7.4		9.4	9.4*		9.3*	8.2	7.8*		8.7*
SHARE OF AUDIENCE %	25		32		20		27		34	34 *		33 *	29	28 *		31 *
AVG. AUD. BY ¼ HR. %	4.9	5.5	7.8	8.3	5.0	5.3	7.2	7.5	9.3	9.5	9.5	9.1	7.7	7.9	8.5	8.8
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,330		4,770		7,520		6,410				8,050				7,970	
	8.5		6.4		10.1		8.6				10.8				10.7	
Program	Price is Right 2 MTUWF (S)(OP)		Love Of Life (OP)		Young & the Restless		Search for Tomorrow				← As The World Turns			→	← Guiding Light	
AVERAGE AUDIENCE (Households (000) & %)	5,510		4,320		6,780		5,740				6,260				6,110	
	7.4		5.8		9.1		7.7				8.4	7.9*		8.9*	8.2	8.3*
SHARE OF AUDIENCE %	32		24		35		29				30	28 *		32 *	28	25 *
AVG. AUD. BY ¼ HR. %	7.2	7.6	5.7	5.9	9.0	9.2	7.6	7.7			7.6	8.1	8.8	8.9	8.3	8.3
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,140		5,960		3,800		4,170		4,100		6,630				5,140	
	6.9		8.0		5.1		5.6		5.5		8.9				6.9	
Program	High Rollers		Wheel of Fortune (2)		Jeopardy		Password Plus (2)		Hollywood Squares MWTHF (3)		← Days Of Our Lives			→	The Doctors (2)	
AVERAGE AUDIENCE (Households (000) & %)	4,400		5,140		3,280		3,580		3,580		4,990				4,620	
	5.9		6.9		4.4		4.8		4.8		6.7	6.5*		6.9*	6.2	
SHARE OF AUDIENCE %	27		28		17		18		18		24	23 *		25 *	22	
AVG. AUD. BY ¼ HR. %	6.0	6.1	6.8	6.9	4.4	4.4	4.7	5.0	4.8	4.8	6.4	6.6	6.9	6.8	6.1	6.2

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,540		6,930		4,400		5,740		8,570				8,270			
	6.1		9.3		5.9		7.7		11.5				11.1			
Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1)			→	← One Life to Live			→
AVERAGE AUDIENCE (Households (000) & %)	3,730		5,960		3,800		4,770		6,480				6,330			
	5.0		8.0		5.1		6.4		8.7	8.8*		8.7*	8.5	8.1*		8.5*
SHARE OF AUDIENCE %	24		34		20		24		32	32 *		31 *	30	29 *		31 *
AVG. AUD. BY ¼ HR. %	4.7	5.4	7.8	8.2	5.0	5.1	6.2	6.6	8.5	9.0	8.7	8.6	7.9	8.3	8.5	8.8
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,660		4,620		7,300		6,780				8,200				8,270	
	7.6		6.2		9.8		9.1				11.0				11.1	
Program	Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow				← As The World Turns			→	← Guiding Light	
AVERAGE AUDIENCE (Households (000) & %)	4,990		4,250		6,630		6,030				6,260				6,480	
	6.7		5.7		8.9		8.1				8.4	7.8*		9.1*	8.7	8.5*
SHARE OF AUDIENCE %	32		25		35		30				30	28 *		32 *	29	29 *
AVG. AUD. BY ¼ HR. %	6.6	6.7	5.6	5.8	8.7	9.1	8.1	8.1			7.6	8.0	9.0	9.1	8.5	8.5
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,400		5,140		3,430		4,100		6,930				4,920		8,120	
	5.9		6.9		4.6		5.5		9.3				6.6		10.9	
Program	High Rollers		Wheel of Fortune (2)		Password Plus		Hollywood Squares (2)		← Days Of Our Lives			→	The Doctors		← Another World	
AVERAGE AUDIENCE (Households (000) & %)	3,950		4,540		2,910		3,430		5,220				4,320		5,510	
	5.3		6.1		3.9		4.6		7.0	6.9*		7.1*	5.8		7.4	6.7*
SHARE OF AUDIENCE %	25		26		15		17		25	25 *		25 *	21		24	23 *
AVG. AUD. BY ¼ HR. %	5.2	5.4	6.0	6.1	3.8	4.0	4.3	4.8	6.8	7.0	7.2	7.1	5.8	5.7	6.6	6.8

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	22.1	23.0	24.3	25.1	25.8	26.7	26.9	27.6	27.2	27.3	27.1	27.6	27.9	28.4	28.6	29.7
WK 2	20.6	21.5	23.0	24.4	25.8	26.9	26.8	27.4	26.5	26.8	27.2	27.9	28.2	28.9	29.2	30.0

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "ABC NEWSBRIEF", (SUS.).
(2) "NBC NEWS UPDATE", (SUS.).
(3) "HOLLYWOOD SQUARES (B)", NBC, TUE., (1:00-1:30PM), FOR RATINGS, SEE OP PAGES.

DAY MON.-FRI. MAR. 5-9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 26-MAR. 2, 1979

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000))	9,090				5,220										10,130	
TOTAL AUDIENCE (%)	12.2				7.0										13.6	
Program	←General Hospital			→	Edge of Night MWTHF (1)										ABC World News Tonight	
AVERAGE AUDIENCE (Households (000))	7,000				4,620										8,870	
AVERAGE AUDIENCE (%)	9.4	9.0*		9.9*	6.2										11.9	
SHARE OF AUDIENCE %	30	30 *		31 *	19										21	
AVG. AUD. BY ¼ HR. %	8.9	9.1	9.8	10.0	6.2	6.1									11.5	12.3
CBS TV																
TOTAL AUDIENCE (Households (000))			7,230		3,950										13,630	
TOTAL AUDIENCE (%)			9.7		5.3										18.3	
Program	Guiding Light	→	M*A*S*H		Match Game 79 MWF (S)(OP)(1)										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000))			6,180		3,500										12,070	
AVERAGE AUDIENCE (%)		8.2*	8.3		4.7										16.2	
SHARE OF AUDIENCE %		27 *	25		14										29	
AVG. AUD. BY ¼ HR. %	8.2	8.1	8.0	8.6	4.5	4.8									16.0	16.4
NBC TV																
TOTAL AUDIENCE (Households (000))	7,000														10,950	
TOTAL AUDIENCE (%)	9.4														14.7	
Program	←Another World (2)			→	(1)										NBC Nightly News	
AVERAGE AUDIENCE (Households (000))	5,510														9,760	
AVERAGE AUDIENCE (%)	7.4	7.1*		7.7*											13.1	
SHARE OF AUDIENCE %	24	24 *		24 *											23	
AVG. AUD. BY ¼ HR. %	6.9	7.2	7.7	7.7											12.9	13.3

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000))	8,720				5,440										9,540	
TOTAL AUDIENCE (%)	11.7				7.3										12.8	
Program	←General Hospital			→	Edge of Night		←Special (OP)			→					ABC World News Tonight	
AVERAGE AUDIENCE (Households (000))	6,710				4,690										8,120	
AVERAGE AUDIENCE (%)	9.0	8.5*		9.4*	6.3										10.9	
SHARE OF AUDIENCE %	29	28 *		30 *	20										20	
AVG. AUD. BY ¼ HR. %	8.4	8.6	9.3	9.5	6.4	6.2									10.4	11.5
CBS TV																
TOTAL AUDIENCE (Households (000))			7,150		4,320										12,670	
TOTAL AUDIENCE (%)			9.6		5.8										17.0	
Program	Guiding Light	→	M*A*S*H		Match Game 79										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000))			6,110		3,650										11,250	
AVERAGE AUDIENCE (%)		8.9*	8.2		4.9										15.1	
SHARE OF AUDIENCE %		29 *	26		15										29	
AVG. AUD. BY ¼ HR. %	8.8	8.9	8.0	8.4	4.8	4.9									14.8	15.3
NBC TV																
TOTAL AUDIENCE (Households (000))															10,430	
TOTAL AUDIENCE (%)															14.0	
Program	←Another World (2)			→											NBC Nightly News	
AVERAGE AUDIENCE (Households (000))															9,240	
AVERAGE AUDIENCE (%)		7.4*		8.2*											12.4	
SHARE OF AUDIENCE %		25 *		26 *											23	
AVG. AUD. BY ¼ HR. %	7.3	7.5	8.3	8.2											12.2	12.5

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	30.5	31.6	32.4	33.6	32.5	33.6	34.1	35.8	37.8	40.6	42.8	46.1	50.5	53.1	54.6	56.7
WK 2	30.7	32.0	32.2	33.1	32.0	32.8	32.7	34.5	36.5	38.8	40.7	43.7	48.0	50.5	51.9	53.8

U.S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). | (R) Repeat, see page B. | (OP) See Other Programs Section, Page A-36

(1) "CARTER NEWS CONFERENCE", ABC, CBS, NBC, TUE., (4:00-4:33PM)(4:00-4:32PM)(4:00-4:32PM)(SUS.).
(2) "NBC NEWS UPDATE", (SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 3, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					4,620 6.2		5,510 7.4		5,740 7.7		4,840 6.5		5,510 7.4		5,74C 7.7	
Program					Scooby's All-Stars I (OP)		Scooby's All-Stars II		Scooby's All-Stars III (OP)		Challenge of the Superfriends 1		Challenge of the Superfriends 2		Challenge of the Superfriends 3 (OP)	
AVERAGE AUDIENCE (Households (000) & %)					3,430 4.6		4,470 6.0		4,540 6.1		4,170 5.6		4,840 6.5		4,95C 6.7	
SHARE OF AUDIENCE %					33		30		27		23		25		26	
AVG. AUD. BY ¼ HR. %					3.9	5.3	6.0	6.0	6.4	5.8	5.3	5.8	6.4	6.5	6.7	6.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					4,54C 6.1		6,030 8.1		7,900 10.6		8,940 12.0		8,420 11.3		7,08C 9.5	
Program					All New Popeye Hour I (OP)		All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner 1 (OP)		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Tarzan & the Super Seven I	
AVERAGE AUDIENCE (Households (000) & %)					3,580 4.8		4,690 6.3		6,780 9.1		8,050 10.8		7,520 10.1		6,03C 8.1	
SHARE OF AUDIENCE %					32		32		39		43		39		32	
AVG. AUD. BY ¼ HR. %					4.3	5.3	6.0	6.5	8.6	9.6	10.7	10.8	10.3	9.8	8.3	7.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					1,120 1.5		3,350 4.5		5,140 6.9		5,360 7.2		6,110 8.2		7,08C 9.5	
Program			Bay City Rollers (SUS.)		Yogi's Space Race		Fantastic Four		Godzilla Super 90 I		Godzilla Super 90 II		Godzilla Super 90 III (OP)		Daffy Duck (OP)	
AVERAGE AUDIENCE (Households (000) & %)					820 1.1		2,760 3.7		4,250 5.7		4,770 6.4		4,920 6.6		5,590 7.5	
SHARE OF AUDIENCE %					8		20		26		26		25		29	
AVG. AUD. BY ¼ HR. %					1.1	1.2	3.1	4.4	5.1	6.2	6.4	6.5	6.4	6.7	7.3	7.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					4,540 6.1		5,360 7.2		5,360 7.2		4,770 6.4		5,140 6.9		5,81C 7.8	
Program					Scooby's All-Stars I (OP)		Scooby's All-Stars II		Scooby's All-Stars III (OP)		Challenge of the Superfriends 1		Challenge of the Superfriends 2		Challenge of the Superfriends 3 (OP)	
AVERAGE AUDIENCE (Households (000) & %)					3,73C 5.0		4,170 5.6		4,020 5.4		3,950 5.3		4,540 6.1		4,77C 6.4	
SHARE OF AUDIENCE %					35		28		24		21		23		25	
AVG. AUD. BY ¼ HR. %					4.5	5.4	5.5	5.8	5.7	5.1	5.0	5.6	6.3	5.9	6.7	6.1
CBS TV TOTAL AUDIENCE (Households (000) & %)						3,13C 4.2	5,290 7.1		7,150 9.6		9,760 13.1		9,010 12.1		7,67C 10.3	
Program					(1)	(2) (OP)	All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner 1 (OP)		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Tarzan & the Super Seven I	
AVERAGE AUDIENCE (Households (000) & %)						1,790 2.4	4,100 5.5		5,890 7.9		8,340 11.2		7,750 10.4		6,630 8.9	
SHARE OF AUDIENCE %						15	28		34		43		39		35	
AVG. AUD. BY ¼ HR. %						2.4	4.9	6.0	7.2	8.6	11.0	11.3	10.4	10.3	9.C	8.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					4,100 5.5		4,540 6.1		6,480 8.7		6,180 8.3		5,440 7.3		5,66C 7.6	
Program			Bay City Rollers (SUS.)		Alvin and the Chipmunks		Fantastic Four		Godzilla Super 90 I		Godzilla Super 90 II		Godzilla Super 90 III (OP)		Daffy Duck (OP)	
AVERAGE AUDIENCE (Households (000) & %)					3,130 4.2		3,730 5.0		5,360 7.2		5,440 7.3		4,920 6.6		4,620 6.2	
SHARE OF AUDIENCE %					3C		26		32		28		25		24	
AVG. AUD. BY ¼ HR. %					3.7	4.8	4.4	5.6	6.7	7.7	7.4	7.2	6.8	6.4	5.8	6.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	6.1	7.3	9.4	11.8	14.C	16.2	18.8	20.9	22.7	23.6	24.8	25.5	26.0	26.0	25.6	25.5
WK 2	5.5	7.1	9.5	11.9	13.8	16.4	18.6	21.0	22.4	24.2	25.4	26.2	25.9	26.0	25.5	25.4

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "CBS NEWS SPECIAL REPORT", CBS, (8:00-8:21AM)(SUS.).
(2) "ALL NEW POPEYE HOUR I", CBS, (8:21-8:30AM).

DAY SAT. MAR. 10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 3, 1979

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	5,070		5,140		5,140		6,710								6,260	
TOTAL AUDIENCE (%)	6.8		6.9		6.9		9.0								8.4	
Program	Fangface (OP)		All New Pink Panther (OP)		ABC Weekend Specials "THE HORSE THAT PLAYED CENTERFIELD" Pt. II		← American Bandstand '79 →								← World Series of Auto Racing —	
AVERAGE AUDIENCE (Households (000))	4,020		4,100		4,320		4,170								3,870	
AVERAGE AUDIENCE (%)	5.4		5.5		5.8		5.6	4.9*		6.4*					5.2	5.1*
SHARE OF AUDIENCE %	22		21		22		21	19 *		24 *					17	17 *
AVG. AUD. BY ¼ HR. %	5.2	5.6	5.6	5.4	5.8	5.9	4.7	5.1	6.2	6.6					4.5	5.3
CBS TV TOTAL AUDIENCE (Households (000))	7,230		6,030		5,140		5,890		5,140		4,470					
TOTAL AUDIENCE (%)	9.7		8.1		6.9		7.9		6.9		6.0					
Program	Tarzan & the Super Seven 2 (OP)		Tarzan & the Super Seven 3 (OP)		Space Academy (OP)		Fat Albert and the Cosby Kids (OP)		Ark II (OP)		30 Minutes					
AVERAGE AUDIENCE (Households (000))	5,660		5,070		4,170		4,990		4,100		3,650					
AVERAGE AUDIENCE (%)	7.6		6.8		5.6		6.7		5.5		4.9					
SHARE OF AUDIENCE %	29		26		22		25		20		18					
AVG. AUD. BY ¼ HR. %	8.3	6.9	7.2	6.5	5.4	5.9	6.7	6.7	5.3	5.8	4.7	5.1				
NBC TV TOTAL AUDIENCE (Households (000))	5,960		6,260		5,220		4,020						8,790			
TOTAL AUDIENCE (%)	8.0		8.4		7.0		5.4						11.8			
Program	Fred and Barney Show		Jetsons (OP)		Buford and the Galloping Ghost		Fabulous Funnies						← NCAA Basketball Game — "VARIOUS TEAMS & TIMES" (2:00-4:15PM)~			
AVERAGE AUDIENCE (Households (000))	5,510		5,810		4,400		3,500						4,250			
AVERAGE AUDIENCE (%)	7.4		7.8		5.9		4.7						5.7	5.3*		5.5*
SHARE OF AUDIENCE %	29		30		23		18						19	18 *		18 *
AVG. AUD. BY ¼ HR. %	7.1	7.6	7.7	7.9	6.4	5.4	4.6	4.9					5.2	5.5	6.0	5.0

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	5,070		5,140		4,470		6,330								5,590	
TOTAL AUDIENCE (%)	6.8		6.9		6.0		8.5								7.5	
Program	Fangface (OP)		All New Pink Panther (OP)		ABC Weekend Specials "THE SEVEN WISHES OF JOANNA PEABODY"		American Bandstand '79 (12:30-1:07PM)(1:22-1:30PM)		(1)	(2)					← American Sportsman —	
AVERAGE AUDIENCE (Households (000))	4,020		4,400		3,800		3,800								3,500	
AVERAGE AUDIENCE (%)	5.4		5.9		5.1		5.1	4.9*							4.7	4.1*
SHARE OF AUDIENCE %	22		24		20		20	19 *							16	14 *
AVG. AUD. BY ¼ HR. %	5.3	5.6	5.8	6.0	5.2	5.1	4.9	4.8	6.3	5.1					3.6	4.6
CBS TV TOTAL AUDIENCE (Households (000))	8,050		6,330		4,400		5,360				4,250					
TOTAL AUDIENCE (%)	10.8		8.5		5.9		7.2				5.7					
Program	Tarzan & the Super Seven 2 (OP)		Tarzan & the Super Seven 3 (OP)		Space Academy (OP)		Fat Albert and the Cosby Kids		CBS News Special Report (12:58-1:36PM) (SUS.)		30 Minutes (1:36-2:06PM)					
AVERAGE AUDIENCE (Households (000))	6,330		5,440		3,650		4,620				3,350					
AVERAGE AUDIENCE (%)	8.5		7.3		4.9		6.2				4.5					
SHARE OF AUDIENCE %	34		29		19		24				17					
AVG. AUD. BY ¼ HR. %	9.2	7.8	7.6	7.0	5.0	4.7	6.2	6.3			4.2	4.6	4.8			
NBC TV TOTAL AUDIENCE (Households (000))	6,630		6,330		5,660		3,950				4,470		11,180			
TOTAL AUDIENCE (%)	8.9		8.5		7.6		5.3				6.0		15.0			
Program	Fred and Barney Show		Jetsons (OP)		Buford and the Galloping Ghost		Fabulous Funnies		NBC News Special Report (1:00-1:30PM)(SUS.)		NCAA Special (1:30-2:00PM)		← NCAA Championship Series-1 "VARIOUS TEAMS & TIMES" (2:00-4:15PM)~ —			
AVERAGE AUDIENCE (Households (000))	5,590		5,140		4,770		3,200				3,280		6,330			
AVERAGE AUDIENCE (%)	7.5		6.9		6.4		4.3				4.4		8.5	7.6*		7.9*
SHARE OF AUDIENCE %	30		28		24		16				17		29	28 *		28 *
AVG. AUD. BY ¼ HR. %	6.7	8.2	7.1	6.8	6.4	6.4	4.2	4.4			4.4	4.4	7.4	7.9	8.1	7.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	25.9	26.1	26.1	25.7	25.6	25.5	26.5	27.3	26.9	27.7	27.2	28.1	28.4	29.2	30.2	29.9
WK 2	24.9	25.0	25.0	25.1	25.3	26.0	26.0	26.6	25.1	25.1	25.6	25.9	26.3	27.5	28.0	29.0

U.S. TV Households: 74,500,000 | * Half-hour ratings for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section, Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) "AMERICAN BANDSTAND '79", ABC, (12:30-1:07PM)(1:22-1:30PM).

(1) "ABC SPECIAL REPORT-PRES. CARTER", ABC, (1:07-1:22PM)(SUS.).

DAY SAT. MAR. 10, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. MAR. 3, 1979

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)			10,800 14.5						14,900 20.0							
Program	World Series of Auto Racing	Pro Bowlers Tour							ABC Wide World of Sports							
AVERAGE AUDIENCE (Households (000) & %)		5.4*	6,330 8.5	7.1*		9.0*		9.4*	8,050 10.8	9.9*		11.2*		11.4*		
SHARE OF AUDIENCE %		17 *	25	22 *		27 *		26 *	26	26 *		28 *		25 *		
AVG. AUD. BY ¼ HR. %	5.2	5.6	7.1	7.1	8.5	9.5	9.4	9.4	9.6	10.3	11.3	11.1	11.7	11.0		
CBS TV																
TOTAL AUDIENCE (Households (000) & %)							9,390 12.6								10,360 13.9	
Program							CBS Sports Spectacular								CBS Saturday News with Bob Schieffer	
AVERAGE AUDIENCE (Households (000) & %)							4,770 6.4	5.9*		6.7*		6.6*			8,640 11.6	
SHARE OF AUDIENCE %							17	17 *		18 *		17 *			24	
AVG. AUD. BY ¼ HR. %							5.7	6.0	7.0	6.4	6.5	6.8			10.9	12.2
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					5,550 7.5										6,410 8.6	
Program	NCAA Basketball Game "VARIOUS TEAMS & TIMES" (2:00-4:15PM)~				Bay Hill Golf Classic (4:00-5:30PM)										NBC Nightly News-Sat.	
AVERAGE AUDIENCE (Households (000) & %)		6.0*		6.0*	2,760 3.7	2.8*		4.2*		4.0*					5,660 7.6	
SHARE OF AUDIENCE %		19 *		18 *	11	9 *		12 *		11 *					15	
AVG. AUD. BY ¼ HR. %	5.7	6.3	6.0	6.0	2.2	3.4	4.1	4.2	4.1	3.9					7.5	7.6

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)			10,650 14.3						19,070 25.6							
Program	American Sportsman	Pro Bowlers Tour							ABC Wide World of Sports							
AVERAGE AUDIENCE (Households (000) & %)		5.3*	6,780 9.1	7.5*		9.4*		10.5*	10,130 13.6	12.6*		12.7*		15.5*		
SHARE OF AUDIENCE %		17 *	26	23 *		27 *		29 *	32	33 *		31 *		33 *		
AVG. AUD. BY ¼ HR. %	5.2	5.4	7.1	7.8	9.2	9.7	10.1	10.9	12.8	12.3	12.7	12.8	15.9	15.1		
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					4,920 6.6				8,050 10.8						9,650 13.0	
Program					Jackie Gleason Golf (4:00-5:00PM)				CBS Sports Spectacular						CBS Saturday News with Bob Schieffer	
AVERAGE AUDIENCE (Households (000) & %)					2,910 3.9	3.6*		4.1*	4,540 6.1	5.2*		7.1*			8,120 10.9	
SHARE OF AUDIENCE %					11	11 *		12 *	16	14 *		18 *			22	
AVG. AUD. BY ¼ HR. %					3.8	3.4	4.2	4.0	4.9	5.5	6.8	7.4			10.5	11.3
NBC TV																
TOTAL AUDIENCE (Households (000) & %)							11,990 16.1								6,710 9.0	
Program	NCAA Championship Series-1 "VARIOUS TEAMS & TIMES" (2:00-4:15PM)~						NCAA Championship Series-2 "VARIOUS TEAMS & TIMES" (4:00-6:38PM)~								NBC Nightly News-Sat.	
AVERAGE AUDIENCE (Households (000) & %)		8.8*		9.5*			5,510 7.4	7.2*		6.9*		7.3*		8.1*	5,220 7.0	
SHARE OF AUDIENCE %		29 *		29 *			20	22 *		20 *		20 *		20 *	14	
AVG. AUD. BY ¼ HR. %	8.4	9.2	9.8	9.3			6.8	7.5	7.3	6.6	7.2	7.5	7.7	8.6	6.2	7.9

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	30.7	31.6	32.5	32.6	32.9	34.1	35.4	37.1	37.6	38.8	40.2	41.1	43.7	45.9	48.2	50.8
WK 2	29.7	31.0	32.7	33.9	34.6	34.4	35.4	35.9	37.5	38.2	40.6	42.4	46.6	47.2	48.2	49.9

U.S. TV Households: 74,500,000 ' * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

DAY SAT. MAR. 10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAR. 4, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															3,650 4.9	
ABC TV program													Kids Are People Too I (SUS.)		Kids Are People Too II	
AVERAGE AUDIENCE (Households (000) & %)															2,910 3.9	
SHARE OF AUDIENCE %															18	
AVG. AUD. BY ¼ HR. %															3.8	4.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					1,190 1.6		1,340 1.8		3,050 4.1							
CBS TV program					What's New, Mister Magoo? (OP)		Clue Club (OP)		← Sunday Morning →						Lamp Unto My Feet (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)					970 1.3		1,040 1.4		1,270 1.7	1.4*		1.5*		2.2*		
SHARE OF AUDIENCE %					13		9		9	8 *		8 *		10 *		
AVG. AUD. BY ¼ HR. %					1.1	1.5	1.3	1.6	1.5	1.3	1.5	1.6	2.0	2.5		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															3,200 4.3	
ABC TV program													Kids Are People Too I (SUS.)		Kids Are People Too II	
AVERAGE AUDIENCE (Households (000) & %)															2,610 3.5	
SHARE OF AUDIENCE %															16	
AVG. AUD. BY ¼ HR. %															3.5	3.6
CBS TV TOTAL AUDIENCE (Households (000) & %)					1,490 2.0		1,340 1.8		2,830 3.8							
CBS TV program					What's New, Mister Magoo? (OP)		Clue Club (OP)		← Sunday Morning →						Lamp Unto My Feet (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)					1,270 1.7		1,190 1.6		1,190 1.6	1.1*		1.5*		2.3*		
SHARE OF AUDIENCE %					20		13		9	7 *		8 *		11 *		
AVG. AUD. BY ¼ HR. %					1.5	2.0	1.5	1.8	1.1	1.2	1.4	1.6	2.1	2.5		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	4.1	4.7	5.6	6.9	9.4	11.8	14.9	17.4	18.2	19.7	19.6	19.9	21.3	22.4	22.2	22.1
WK 2	3.6	4.5	5.1	6.8	8.9	10.4	12.1	14.4	16.1	16.9	17.8	19.8	21.4	22.2	22.1	21.8

U.S. TV Households: 74,500,000 | * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SUN. MAR. 11, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAR. 4, 1979 (WEEK 1)

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	3,650 4.9		2,310 3.1		3,050 4.1								12,670 17.0			
Program	Kids Are People Too III		Animals, Animals, Animals(OP)		Issues And Answers		Directions (SUS.)						← Superstars →			
AVERAGE AUDIENCE (Households (000) & %)	3,050 4.1		1,640 2.2		2,460 3.3								6,780 9.1	6.9*		5.7*
SHARE OF AUDIENCE %	18		10		14								26	20 *		27 *
AVG. AUD. BY ¼ HR. %	4.3	3.9	2.1	2.4	3.3	3.2							6.5	7.3	9.0	10.4
CBS TV TOTAL AUDIENCE (Households (000) & %)			2,610 3.5						4,400 5.9			8,720 11.7				
Program			Face the Nation						← Challenge of the Sexes →			← NBA Basketball Game → "PHILADELPHIA VS. PHOENIX" & "HOUSTON VS. SEATTLE" (1:45-4:00PM)				
AVERAGE AUDIENCE (Households (000) & %)			2,090 2.8						3,130 4.2	4.3*		3,130 4.2		4.1*		3.4*
SHARE OF AUDIENCE %			13						15	15 *		12		12 *		10 *
AVG. AUD. BY ¼ HR. %			2.8	2.8					4.2	4.4	4.1	4.3	4.4	3.8	3.4	3.4
NBC TV TOTAL AUDIENCE (Households (000) & %)							4,100 5.5		10,500 14.1							
Program							Meet the Press		← NCAA Basketball-National 2 → "NOTRE DAME VS. MICHIGAN" & "MARQUETTE VS. NEVADA" (1:00-3:14PM)							
AVERAGE AUDIENCE (Households (000) & %)							3,280 4.4		5,590 7.5	6.0*		7.3*		7.8*		8.8*
SHARE OF AUDIENCE %							18		24	22 *		24 *		24 *		25 *
AVG. AUD. BY ¼ HR. %							4.3	4.4	5.6	6.4	7.4	7.3	7.6	7.9	8.4	9.3

DAY SUN. MAR. 11, 1979 (WEEK 2)

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	3,430 4.6		2,830 3.8		3,130 4.2								10,360 13.9			
Program	Kids Are People Too III		Animals, Animals, Animals(OP)		Issues And Answers		Directions (SUS.)						← Superstars →			
AVERAGE AUDIENCE (Households (000) & %)	2,830 3.8		2,310 3.1		2,380 3.2								6,930 9.3	8.1*		9.9*
SHARE OF AUDIENCE %	17		13		14								28	25 *		29 *
AVG. AUD. BY ¼ HR. %	3.7	3.9	2.8	3.3	3.1	3.3							6.9	9.2	9.7	10.1
CBS TV TOTAL AUDIENCE (Households (000) & %)			2,830 3.8						3,800 5.1			6,260 8.4				
Program			Face the Nation						← Challenge of the Sexes →			← NBA Basketball Game → "WASHINGTON VS. DENVER" & "PORTLAND VS. KANSAS CITY" (1:45-3:54PM)				
AVERAGE AUDIENCE (Households (000) & %)			2,310 3.1						2,680 3.6	3.4*		2,460 3.3		3.2*		3.2*
SHARE OF AUDIENCE %			14						12	12 *		9		9 *		9 *
AVG. AUD. BY ¼ HR. %			3.0	3.2					3.1	3.7	4.0	3.8	3.0	3.3	3.3	3.1
NBC TV TOTAL AUDIENCE (Households (000) & %)							3,800 5.1		12,440 16.7							
Program							Meet the Press		← NCAA Championship Series-1 → "VARIOUS TEAMS & TIMES" (1:00-3:12PM)~							
AVERAGE AUDIENCE (Households (000) & %)							2,680 3.6		7,300 9.8	8.3*		10.1*		10.5*		10.5*
SHARE OF AUDIENCE %							15		30	27 *		32 *		32 *		31 *
AVG. AUD. BY ¼ HR. %							3.2	4.1	7.8	8.9	10.0	10.1	10.5	10.5	10.7	10.3

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	22.3	22.8	22.9	22.7	22.6	23.7	24.8	26.8	28.2	30.0	31.0	31.7	33.7	34.7	34.6	36.9
WK 2	22.9	23.0	23.3	23.7	23.1	23.2	23.7	25.3	27.9	30.7	31.9	32.3	32.9	34.2	34.1	34.1

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAR. 4, 1979

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		12,290 16.5					15,940 21.4								8,200 11.0	
Program	Superstars	International Championship Boxing					ABC Wide World of Sports								ABC World News Tonight–Sunday	
AVERAGE AUDIENCE (Households (000) & %)		8,120 10.9		11.6*		10.4*	9,540 12.8	11.6*		13.1*		13.7*			6,630 8.9	
SHARE OF AUDIENCE %		29		31 *		27 *	31	29 *		31 *		32 *			18	
AVG. AUD. BY ¼ HR. %	12.2	10.8	11.2	12.0	11.2	9.6	11.3	12.0	12.7	13.4	14.1	13.2			8.9	8.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					8,570 11.5										9,690 13.0	
Program	NBA Basketball Game "PHILADELPHIA VS. PHOENIX" & "HOUSTON VS. SEATTLE" (1:45-4:00PM)				NBA Basketball Game 2 "DENVER VS. LOS ANGELES" (4:00-6:00PM)										CBS Evening News	
AVERAGE AUDIENCE (Households (000) & %)		4.5*		4.7*	3,730 5.0	5.0*		5.1*		4.7*		5.1*			7,820 10.5	
SHARE OF AUDIENCE %		12 *		12 *	12	13 *		13 *		11 *		12 *			19	
AVG. AUD. BY ¼ HR. %	4.4	4.7	4.8	4.7	4.9	5.1	5.2	5.0	4.6	4.8	4.9	5.2			9.4	11.6
NBC TV TOTAL AUDIENCE (Households (000) & %)	10,500 14.1									5,960 8.0					8,420 11.3	
Program	Bay Hill Golf Classic (3:00-5:26PM)(1)										Sportsworld (5:26-6:00PM)				NBC Nightly News-Sun.	
AVERAGE AUDIENCE (Households (000) & %)	5,510 7.4	6.3*		6.9*		7.7*		7.8*		4,320 5.8		5.7*			6,930 9.3	
SHARE OF AUDIENCE %	19	17 *		18 *		20 *		20 *		14		14 *			18	
AVG. AUD. BY ¼ HR. %	6.2	6.4	6.8	7.1	7.5	7.8	7.8	7.8	8.7	6.0	5.6	5.8			9.1	5.4

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		10,360 13.9				14,680 19.7									7,080 9.5	
Program	Superstars	World Series of Auto Racing				ABC Wide World of Sports									ABC World News Tonight–Sunday	
AVERAGE AUDIENCE (Households (000) & %)		6,710 9.0		8.7*		8,790 11.8		11.4*		11.6*		13.1*			5,890 7.9	
SHARE OF AUDIENCE %		25		24 *		30		29 *		29 *		31 *			16	
AVG. AUD. BY ¼ HR. %	10.7	8.9	8.7	8.7	9.6	10.1	11.2	11.6	11.3	12.0	12.7	13.5			8.1	7.7
CBS TV TOTAL AUDIENCE (Households (000) & %)				8,940 12.0											9,460 12.7	
Program	NBA Basketball Game "WASHINGTON VS. DENVER" & "PORTLAND VS. KANSAS CITY" (1:45-3:54PM)(1)			Jackie Gleason Golf (3:54-6:00PM)											CBS Evening News	
AVERAGE AUDIENCE (Households (000) & %)		3.1*		3,800 5.1		4.6*		4.7*		5.2*		6.3*			7,820 10.5	
SHARE OF AUDIENCE %		9 *		13		13 *		12 *		13 *		15 *			21	
AVG. AUD. BY ¼ HR. %	3.0	3.3	3.4	4.1	4.5	4.7	4.7	4.6	4.9	5.4	6.0	6.5			9.9	11.2
NBC TV TOTAL AUDIENCE (Households (000) & %)	13,860 18.6									5,740 7.7					7,300 9.8	
Program	NCAA Championship Series-2 "VARIOUS TEAMS & TIMES" (3:12-5:33PM)(1)										Sportsworld (5:21-6:00PM)				NBC Nightly News-Sun.	
AVERAGE AUDIENCE (Households (000) & %)	8,200 11.0			10.2*		11.2*		11.5*		3,800 5.1		5.4*			6,180 8.3	
SHARE OF AUDIENCE %	30			30 *		30 *		30 *		12		13 *			17	
AVG. AUD. BY ¼ HR. %	8.8	9.5	9.8	10.7	10.9	11.4	11.6	11.4	12.6	4.1	5.3	5.5			8.1	8.5

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	37.6	37.4	37.6	38.7	39.1	39.5	39.9	41.4	42.3	43.1	43.5	45.1	48.0	50.8	53.4	55.5
WK 2	34.9	34.7	35.4	36.3	37.6	39.0	39.3	39.7	40.4	41.0	41.2	43.6	46.7	49.3	50.8	52.8

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) FOR REMAINING RATINGS, SEE OP PAGES.

DAY SUN. MAR. 11, 1979

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY													
ABC 11.30-12.36AM POLICE STORY-MON.	11.30	7,080	9.5	4,690	6.3	24	7.3	6,410	8.6	4,540	6.1	24	6.8
11.30-12.35AM	11.45				7.0*	23*	6.7				6.6*	22*	6.5
	12.00						6.0						5.8
	12.15				5.8*	24*	5.7				5.7*	25*	5.5
	12.30						5.5						5.2
EVENING TUESDAY													
ABC 11.30-12.41AM TUESDAY MOVIE OF THE WEEK	11.30	5,890	7.9	3,580	4.8	19	6.8	7,230	9.7	4,620	6.2	24	7.8
	11.45				6.0*	20*	5.2				7.1*	24*	6.5
	12.00						4.4						5.8
	12.15				4.2*	18*	4.0				5.6*	23*	5.4
	12.30						3.5						4.9
ABC 12.41- 1.25AM TUESDAY MOVIE-WEEK PART 2	12.30	3,050	4.1	2,610	3.5	23	3.6	3,730	5.0	2,830	3.8	25	4.6
	12.45						3.7						4.1
	1.00						3.5						3.6
	1.15				3.3*	24*	3.0				3.4*	25*	3.2
EVENING WEDNESDAY													
ABC 11.30-12.38AM POLICE WOMAN	11.30	7,230	9.7	5,290	7.1	26	8.1	7,300	9.8	5,070	6.8	27	8.0
11.30-12.37AM	11.45				7.8*	25*	7.5				7.5*	25*	7.1
	12.00						7.0						6.5
	12.15				6.8*	27*	6.5				6.3*	28*	6.1
	12.30						5.6						5.3
ABC 12.38- 1.19AM MANNIX-WED.	12.30	3,950	5.3	3,130	4.2	26	4.3	3,870	5.2	3,580	4.8	31	4.8
12.37- 1.14AM	12.45				4.4*	25*	4.4				4.9*	30*	4.9
	1.00						4.1						4.7
	1.15						4.0						
EVENING THURSDAY													
ABC 11.30-12.00MD MIDEAST:CARTER GAMBLE-THU(S)	11.30							5,220	7.0	4,100	5.5	18	6.1
	11.45												4.9
ABC 11.30-12.38AM STARSKY AND HUTCH-11:30	11.30	5,960	8.0	4,470	6.0	22	6.0						
12.00- 1.07AM	11.45				6.2*	20*	6.5						
	12.00						6.3	3,800	5.1	2,910	3.9	20	3.6
	12.15				6.2*	25*	6.1				3.7*	17*	3.7
	12.30						4.9						4.1
	12.45										4.1*	23*	4.2
	1.00												3.9
ABC 12.38- 1.42AM MANNIX-THURS.	12.30	3,800	5.1	2,910	3.9	25	4.4						
1.07- 1.52AM	12.45				4.3*	23*	4.2						
	1.00						3.8	2,460	3.3	2,090	2.8	23	3.1
	1.15				3.8*	27*	3.8				2.8*	21*	2.7
	1.30						3.6						2.8
	1.45										2.7*	24*	2.6
CBS 9.00-11.06PM PEOPLE'S CHOICE AWARDS(S)	11.00							FOR RTGS SEE PAGE	A-9				19.0
EVENING FRIDAY													

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING FRIDAY CONT'D														
ABC 11.30-12.35AM BARETTA-11:30PM		11.30	6,330	8.5	4,620	6.2	19	6.7	6,180	8.3	4,400	5.9	18	5.9
		11.45				6.7*	18*	6.7				5.8*	17*	5.7
		12.00						6.4						5.9
		12.15				5.9*	19*	5.3				6.0*	19*	6.1
		12.30						4.7						5.3
NBC 1.00- 2.30AM MIDNIGHT SPECIAL		1.00	5,220	7.0	2,830	3.8	26	5.0	4,990	6.7	2,380	3.2	21	4.3
		1.15				4.6*	26*	4.1				4.1*	22*	3.9
		1.30						3.9						3.1
		1.45				3.7*	26*	3.5				3.0*	21*	2.8
		2.00						3.3						2.6
		2.15				3.1*	26*	3.0				2.5*	22*	2.5
EVENING SATURDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.		9.45	14,160	19.0	14,160	19.0	32	19.0	14,830	19.9	14,830	19.9	34	19.9
ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT.		11.00	6,260	8.4	6,110	8.2	16	8.2	5,590	7.5	5,360	7.2	15	7.2
CBS 8.56- 8.57PM NEWSBREAK-SAT. 8.58- 8.59PM		8.45	12,070	16.2	12,070	16.2	28	16.2	10,360	13.9	10,360	13.9	24	13.9
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.		8.45	11,700	15.7	11,700	15.7	27	15.7	13,480	18.1	13,480	18.1	31	18.1
NBC 11.30-12.47AM SATURDAY NIGHT		11.30	14,750	19.8	10,430	14.0	39	15.4	16,610	22.3	10,800	14.5	42	16.4
11.30-12.51AM		11.45				15.4*	38*	15.5				16.3*	42*	16.3
		12.00						14.6						14.5
		12.15				13.7*	40*	12.7				14.2*	41*	13.9
		12.30						12.1						12.6
		12.45						11.8				12.2*	41*	11.4
EVENING SUNDAY														
ABC 7.58- 7.59PM ABC NEWSBRIEF-SUN.		7.45	11,770	15.8	11,770	15.8	24	15.8						
8.58- 8.59PM		8.45							10,280	13.8	10,280	13.8	20	13.8
CBS 9.28- 9.29PM NEWSBREAK-SUN.		9.15	18,480	24.8	18,480	24.8	36	24.8	19,150	25.7	19,150	25.7	37	25.7
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN.		8.45	11,990	16.1	11,990	16.1	23	16.1	12,440	16.7	12,440	16.7	25	16.7
NBC 11.30- 1.34AM NBC LATE NIGHT MOVIE		12.45	FOR RTGS SEE PAGE A-16			4.1*	23*	3.9	FOR RTGS SEE PAGE A-17			2.6*	15*	2.5
11.30- 1.36AM		1.00						3.6						2.2
		1.15				3.5*	26*	3.4				2.2*	16*	2.1
		1.30						2.4						2.0
EVENING MONDAY-FRIDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	M-F	8.45	14,450	19.4	13,930	18.7	29	15.6	12,890	17.3	12,890	17.3	27	13.9
		9.45						21.7						19.6
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.45	11,400	15.3	11,400	15.3	23	15.3	11,320	15.2	11,320	15.2	23	15.2
CBS 12.42- 1.26AM LATE MOVIE II	M-F	12.00							4,920	6.6	3,870	5.2	31	8.0
		12.15												6.9
		12.30	4,170	5.6	3,280	4.4	27	5.5						5.9
		12.45				5.5*	30*	4.8				6.2*	35*	5.4
		1.00						4.4						4.9
		1.15				3.9*	26*	3.7				4.6*	31*	4.4

 U.S. TV HOUSEHOLDS: 74,500,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING MONDAY-FRIDAY CONT'D														
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F	8.45 9.15	11,620	15.6	11,620	15.6	24	15.7 15.3	11,100	14.9	11,100	14.9	23	14.9
DAY MONDAY-FRIDAY														
ABC 11.00-11.30AM SPEC REPORT:SOLAR ECLIPSE(S)	MON.	11.00 11.15	6,930	9.3	5,890	7.9	29	7.1 8.7						
ABC 4.30- 5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30 4.45 5.00 5.15							8,570	11.5	5,810	7.8 6.9* 8.7*	21 20* 21*	6.8 7.0 8.2 9.2
CBS 10.30-11.30AM MAGAZINE(S)	THU.	10.30 10.45 11.00 11.15	6,330	8.5	3,950	5.3 5.4* 5.1*	26 27* 25*	5.5 5.4 5.3 5.0						
CBS 11.54-12.00NN CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,840	6.5	4,250	5.7	23	5.7	4,840	6.5	4,170	5.6	24	5.6
CBS 4.00- 4.30PM RAZZMATAZZ(S)	THU.	4.00 4.15	4,990	6.7	4,020	5.4	17	5.5 5.3						
NBC 1.00- 1.30PM HOLLYWOOD SQUARES(B)	TUE.	1.00 1.15	2,830	3.8	2,380	3.2	12	3.2 3.3						

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
DAY SATURDAY													
ABC 8.26- 8.30AM SCHOOLHOUSE ROCK-8.26AM	8.15	4,320	5.8	4,170	5.6	37	5.6	4,400	5.9	3,950	5.3	34	5.3
ABC 9.26- 9.30AM SCHOOLHOUSE ROCK-9.26AM	9.15	4,540	6.1	4,320	5.8	25	5.8	3,580	4.8	3,350	4.5	19	4.5
ABC 10.56-10.59AM SCHOOLHOUSE ROCK-10.56AM	10.45	4,920	6.6	4,540	6.1	23	6.1	4,100	5.5	3,950	5.3	20	5.3
ABC 11.26-11.29AM SCHOOLHOUSE ROCK-11.26AM	11.15	4,320	5.8	4,020	5.4	22	5.4	3,950	5.3	3,730	5.0	20	5.0
ABC 11.56-11.59AM SCHOOLHOUSE ROCK-11.56AM	11.45	3,800	5.1	3,580	4.8	19	4.8	4,990	6.7	4,540	6.1	25	6.1
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM	8.15	4,320	5.8	4,320	5.8	36	5.8	2,530	3.4	2,010	2.7	16	2.7
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM	8.45	5,440	7.3	4,990	6.7	32	6.7	4,770	6.4	4,320	5.8	28	5.8
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM	9.15	7,380	9.9	7,150	9.6	41	9.6	7,000	9.4	6,850	9.2	38	9.2
CBS 9.59-10.02AM IN THE NEWS- 9.59AM	9.45 10.00	8,640	11.6	8,200	11.0	42	11.3 10.9	8,050	10.8	7,670	10.3	40	10.3 10.3
CBS 10.26-10.29AM IN THE NEWS-10.26AM	10.15	7,670	10.3	7,080	9.5	37	9.5	8,490	11.4	7,380	9.9	37	9.9
CBS 11.33-11.36AM IN THE NEWS-11.33AM	11.30	5,890	7.9	5,590	7.5	29	7.5	5,890	7.9	5,740	7.7	31	7.7
CBS 11.56-11.59AM IN THE NEWS-11.56AM	11.45	5,140	6.9	4,620	6.2	24	6.2	5,440	7.3	4,770	6.4	25	6.4
CBS 12.26-12.29PM IN THE NEWS-12.26PM	12.15	4,320	5.8	4,100	5.5	22	5.5	3,650	4.9	3,280	4.4	17	4.4
CBS 12.56-12.59PM IN THE NEWS-12.56PM	12.45	4,920	6.6	4,620	6.2	23	6.2						
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM	1.15	4,470	6.0	4,170	5.6	20	5.6						
NBC 10.27-10.29AM METRIC MARVELS-10:27AM	10.15	5,360	7.2	5,140	6.9	26	6.9	4,540	6.1	4,400	5.9	22	5.9
NBC 10.57-10.59AM METRIC MARVELS-10:57AM	10.45	5,660	7.6	5,360	7.2	28	7.2	5,220	7.0	5,140	6.9	27	6.9
NBC 11.57-11.59AM METRIC MARVELS-11:57AM	11.45	6,180	8.3	5,890	7.9	31	7.9	5,290	7.1	5,070	6.8	28	6.8
DAY SUNDAY													
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,090	2.8	2,010	2.7	12	2.7	2,830	3.8	2,530	3.4	14	3.4

 U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY / NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
DAY SUNDAY CONT'D															
CBS	8.26- 8.29AM	IN THE NEWS- 8.26AM-SUN.	8.15	1,190	1.6	1,120	1.5	14	1.5	1,710	2.3	1,490	2.0	22	2.0
CBS	8.56- 8.59AM	IN THE NEWS- 8.56AM-SUN.	8.45	1,190	1.6	1,190	1.6	10	1.6	1,560	2.1	1,420	1.9	15	1.9
CBS	1.45- 3.54PM	NBA BASKETBALL GAME	3.45							FOR RTGS SEE PAGE A-33			3.4*	9*	3.3
NBC	3.00- 5.26PM	BAY HILL GOLF CLASSIC-SUN(S)	5.15	FOR RTGS SEE PAGE A-34			8.6*	21*	8.6						
NBC	3.12- 5.18PM	NCAA CHAMP. SERIES-SUN 2(S)	5.15							FOR RTGS SEE PAGE A-35					13.1

U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).